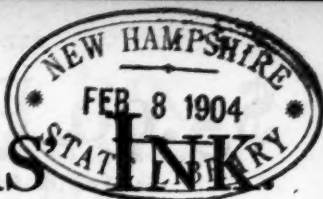


PRINTERS



A JOURNAL FOR ADVERTISERS.

VOL. XLVI. NEW YORK, FEBRUARY 3, 1904.

No. 5.

Association of American Advertisers

1130-1131 PARK ROW BLDG., NEW YORK.

REPORT ON THE STAR (MORNING and SUNDAY) INDIANAPOLIS DAILY ISSUE.

FROM OCTOBER 1, 1903, TO NOVEMBER 30, 1903.

Paid circulation (average):		Unpaid circulation (average):	
City carriers.....	17,323	City complimentary delivered.....	30
City newsstands.....	1,098	Street car men.....	90
City newsboys.....	1,156	Employees.....	85
Counter sales.....	44	Sundry free.....	263
			467
Total city paid.....	30,131	Advertisers and agencies.....	368
Country agents.....	19,913	Exchanges and correspondents.....	390
Country rural routes.....	19,083	R. R. and baggage men.....	134
Subscribers by mail.....	946		
			792
Total country paid.....	39,960	Sample copies.....	8,977
Above are NET after deducting all returns		Average unpaid.....	6,336
Average paid.....	60,093	Average unpaid.....	6,336
Examiner's average net output.....		60,429 for period stated	
Examiner's average unpaid.....		6,336 for period stated	
Examiner's average net paid.....		60,093 for period stated	
The publisher's statements (which read "Paid" circulation) as printed each day in the year of the paper, show an average for the same period on the daily issue of 65,210 as follows:			
1903, October (average).....			63,744
1903, November (average).....			67,276
Publisher's aver. ge (daily issue).....			65,210
Examination shows as follows:			
Publisher's Daily Statement is less than "Earning" Output			65,210
Examiner adds—			
October reduction (from the 30th), average.....		451	
November reduction (month), average.....		2,949	
		\$3,399	1,696
Average "Earning" Output.....			66,906
Examiner adds—			
Unpaid circulation not included.....			6,316
Examiner deducts—			
City Carriers' Extras.....		(average)	250
City Newsstands' Returns.....		"	684
Country Agents' Returns.....		"	4,808
Rural Route Returns.....		"	773
			6,093

Examiner's Average Net Output (Paid and Unpaid) 66,429

The Spoiled, Left Over, Files and Unaccounted For are not included in either Publisher's or Examiner's Statements.

The circulation of the Daily Issue (paid and unpaid, but leaving sample copies entirely out of the computation) at the present time, December 7, 1903, is 3,500 copies more than the average for the whole period covered by the examination, and 12,000 copies more than on October 1, 1903.

THE INDIANAPOLIS STAR has more paid circulation than any paper in Indiana.

C. J. BILLSON, Representative Foreign Advertising.
Tribune Building, New York—Chicago.

HOME OFFICE, 38 MONUMENT PLACE, INDIANAPOLIS, IND.

\$5.00 Per Year.

The business of the future will be largely carried on by advertising. Whoever has anything to sell must make that fact known, and do it in such a way that people will buy. Effective advertising means success. No advertising or poor advertising means failure. Hence it has come to pass that the adwriter is one of the most necessary persons connected with a business house, and the success or failure of the business depends upon him or her as much as upon any person.

Thus the ability to write good ads gives a paying place in the business world, and the question, "How can I become a successful adwriter?" is being asked by many. The answer can be given in three words, **READ PRINTERS' INK**. How fully the words answer the question can be learned from the following facts:

PRINTERS' INK is a practical guide to all kinds of advertising, and to the writing of all kinds of advertisements. In it successful advertisers tell their stories. You are taken into the offices of successful business men, are enabled to sit down and hear them tell what they have done and how they have done it. Thus **PRINTERS' INK** readers learn right from the men who make a success of advertising, how to advertise.

PRINTERS' INK in its weekly pages covers every sort and kind of advertising, and does it thoroughly. It speaks with authority upon all matters connected with publicity. It does not chronicle the theories of dreamers, but gives practical instruction, counsel and advice upon all points in its chosen field. Being a weekly publication and costing only **ten cents** a number, or **five dollars** a year, it can be subscribed for, read and studied by any one understanding English. No other advertising periodical begins to approach it in excellence and service to subscribers, and it is not only much lower in cost, but is vastly *superior* in practical excellence to any of the so-called advertising courses.

Many young people whose starting point was the reading of **PRINTERS' INK** are now earning large salaries as adwriters and ad managers. Young men and women who desire to become proficient in the art of writing advertisements can do it by reading and studying this journal, and there is no better way to accomplish this. The pages of **PRINTERS' INK** give the most and the best instruction in every phase of adwriting that can possibly be found.

J. W. NEWTON.

Toccoa, Ga.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 20, 1893.

VOL. XLVI.

NEW YORK, FEBRUARY 3, 1904.

No. 5

SOME "DIFFERENT" BOOK ADVERTISING.

Book advertisers are birds of a feather. They flock together so persistently in newspapers and magazines that when a book ad is seen apart from all other book ads it is a matter for attention.

Last fall there began to appear in New York dailies advertisements of a novel entitled "Wings of the Morning." These ads were small—single column and about four inches deep. They were isolated from other book ads, appearing on news pages with reading matter on two or three sides. That made them distinctive. The matter was fresh and convincing, being in the nature of short, friendly tips about the novel. Book ads are usually made up of snippings from press notices, with improbable claims of literary quality. These ads had little to say about literary quality, but talked altogether of the book's story interest. They appeared day after day, different each morning in text and the little eye-catching illustration. The publisher of "Wings of the Morning," E. J. Clode, was comparatively unknown among advertising men and to the reading public. In the book trade, however, he is by no means a stranger, having been concerned with book-selling all his life and associated with Brentano's and other book houses. A visit to his office, 156 Fifth avenue, New York, proved that these ads were backed up by well considered views of the novel and methods of advertising it.

"My opinions are pronounced, and my advertising founded on what I believe are defects in the present methods of advertising novels," Mr. Clode said. "I dare say my opinions sound like caustic criticism of other publishers. Advertising is the only way to sell

books, particularly novels. I look upon the novel as a commodity rather than literature, because the first purpose of a novel is to amuse. The novel-reading public is like the theater-going public. It wants entertainment and relaxation. It wants a story. That story may have as much literary excellence as you please so long as it is an absorbing story, but the public that reads a novel that has little story interest simply for the sake of its literary quality is small. There is a vast public for stories, and only a small one for literature. Some of the men and women who study history or biography or science like to lose themselves in a thrilling un-



MARGARET JOHNSON in

TRELAUNY

By HOLMAN FREELAND;

will be recognized by every woman and
admired by every man on sight.

E. J. CLODE, Publisher, NEW YORK.

polished story once in awhile. To reach this greater public with advertising it is necessary to abandon some of the traditions of the book publishing trade, and to exploit the story for the story's sake. I want to put my imprint on none but clean, interesting stories that will hold the average reader and entertain him. My advertising aims to give an idea of what such a book contains. Excerpts from reviews I use very sparingly—hardly at all. I don't believe that they convince readers so quickly as a short statement of the book's plot or characters. My ads are illustrated with scenes or characters from the book

because I believe in pictures that tell what is in the book. Pick up a novel or magazine and look merely at the illustrations. Presently something in a picture will lead you to consult the text, and if the story is interesting you will follow it. Pictures play the same part in the advertising of a novel—they arouse interest in the story.

"Wings of the Morning" was published in August, and has been successful. It has been advertised in the daily papers in various cities, and in large spaces in *Collier's* and the *Saturday Evening Post*. In the latter medium I used a full page. Supplementary to this advertising I employ the publications that reach booksellers — *Publishers' Weekly*, the *Bookseller*, *News-dealer and Stationer*, and so on. In these papers I tell a story for the bookseller, calling attention to my large ads in newspapers and magazines, and telling what is being done to create a demand for my books. Publishers use these trade mediums liberally, but print the same advertisements that are used to reach novel readers, which I believe is a mistake. Such advertising should tell why the book is a good trade proposition. I believe that money is well spent when it prepares the retail trade to take care of the results of general advertising.

"One of the advertising arguments often used by publishers is the statement regarding sales—'100,000 copies sold,' 'Now in its fiftieth edition,' and so forth. I never use this argument, for I don't think the public cares much about the sales. It's the story that interests readers. Speaking of big sales, though, I believe that no book has ever reached so large a public as can be reached. The novel of recent times that had the largest circulation sold to the extent of 750,000 copies, I believe, yet its circulation is insignificant beside so universally read a book as 'Uncle Tom's Cabin,' which has been published continuously in large editions for fifty years. I believe it possible to reach a public so large that all sales of the past will be dwarfed. Advertising seems the only way to reach it.

Some publisher will solve the problem one of these days.

"The modern novel is shortlived, and seldom lasts more than a year. Indeed, the greater number of novels published are forgotten in three months. Publishers complain of this, but it seems to me largely their own fault. They publish too many books. All seem bent on getting out books quickly and competing with other publishers. As a result the average novel is never heard of by the greater novel-reading public. Just at the point where the publisher has spent enough in advertising to make an impression, laying the foundation for real results, he turns to a new book and begins all over again. It



Artists serious, artists gay and flippant.
Artists caricaturing each other and those
in authority—real French studio life—
all in the new novel

TRELAWNY

By HOLMAN FREEMAN.

E. J. CLODE, Publisher.

NEW YORK.

has been my policy to put all my energy behind one book, not worrying about what other publishers are doing. My second novel, 'Trelawny,' was published early in January, and all my advertising for the five months from August to December was directed to promoting 'Wings of the Morning.' The ads have been successful in results, and have also created a good deal of comment for their directness and departure from accepted standards of book advertising. People whom I have never seen come into my office to speak of these ads, and they have also been the means of bringing me many manuscripts from authors.

"In selecting mediums I choose the newspaper in each city that has

(Continued on page 6.)

Little Lessons in Publicity—Lesson 20.

Don't Do It Now.

THINK IT OVER.

In advertising, like almost everything else, haste makes waste. If the money now wasted in foolish, thoughtless schemes, in advertising without intelligent thought and preparation, could be placed in proper channels many men who now look upon advertising as a speculation would see it in its true light, —a sound, profitable investment. R. S. Thain, editor of *Mahin's Magazine*, said to the writer: "Eliminate waste and there is no need for additional appropriations." Sound advice this. Think it over, Mr. Advertiser. Then investigate. Don't take chances. Make your advertising an investment instead of an expense.

The more you investigate the conditions in the following cities the more certain it is that you will use the leading daily in each—the clean, family circle evening paper:

In Washington, D. C., it is

THE EVENING STAR

In Baltimore, Md., it is

THE BALTIMORE NEWS

In Indianapolis, Ind., it is

THE INDIANAPOLIS NEWS

In Newark, N. J., it is

THE NEWARK NEWS

In Montreal, Canada, it is

THE MONTREAL STAR

In Minneapolis, Minn., it is

THE MINNEAPOLIS JOURNAL

Each of the above is a "one-paper" city and the paper named is the "one paper." Don't do it now, but when you have had time to think it over and are in shape to do it properly, start right by using the "one paper" in "one-paper" cities.

For a detailed plan write the one man representing the "one paper" in six "one-paper" cities.

M. LEE STARKE,

**Tribune Building,
NEW YORK.**

Mgr. General Advertising.

**Tribune Building,
CHICAGO.**

the most individuality. This isn't always the accepted book-advertising medium. The individual newspaper has a tone that draws to it individual readers. Those are the ones I want to reach with advertising that is out of the rut. In New York the most individual paper is the *Sun*—it's the most individual in the country, for that matter. It not only has a keen, forceful style, but its book reviews are absolutely honest, and readers know that they are so. A publisher may spend large sums for the *Sun's* advertising space, but that won't prevent its reviewers cutting his book to pieces with three witty lines if it deserves slashing. This honesty has a direct effect on the value of its advertising space.

"It is almost impossible to trace book advertising results individually. Collectively, the publisher can tell when the book is selling, but he can't tell which papers are doing the work. There's a great advantage in special position for small ads that run day after day, but I also believe in varying the campaign with display ads large enough to attract attention by sheer size, particularly in papers like the *Saturday Evening Post*, where the cost of space is generally known and gives the book a standing. With my new novel, 'Trelawny,' I am going to revive an old and profitable scheme of the publishing trade. To anyone who sends in response to the advertising I shall mail the first three chapters of the novel. This was the favorite advertising method of Robert Bonner, you remember. He took whole pages in the New York *Herald* to print the first installment of an important story. When I was a boy the *Fireside Companion* and similar papers were advertised with sample copies distributed from house to house, and I remember that everybody read them. I believe this device still has vitality if revived in keeping with the times and properly advertised."

WHEN in doubt leave it out. If you are not sure about a thing don't state it as a fact. Get your readers in the habit of accepting your statements as "net."—*Jed Scarboro.*

CRITIC CRITICISED.

PETTINGILL & Co.,

22 School St.,

Boston, Jan. 23, 1904.

Editor of PRINTERS' INK:

I was greatly interested, although not much impressed, by an article in *PRINTERS' INK* of January 20th, signed by "Critic," in giving a review of the advertising pages of the January magazines.

This "Critic" is very "critical" in passing on advertising about which he knows nothing, and not quite so "critical" in talking about some advertising about which he should know something.

He compares the "poor" advertising of the "Iver Johnson Revolvers" with the "magnificent" advertising of the Smith & Wesson Co. of last year in the magazines. He might look a little farther and find out that a "Critic" should in fairness take in all sides of the question. The fundamental reason for advertising is profit and not loss. The Smith & Wesson advertising could not have been any too profitable or it would not have been discontinued after one season. The Iver Johnson advertising has been in the newspapers and magazines for a number of years and the account increases every year; therefore the Iver Johnson advertising must be the better of the two. Furthermore, the advertisers seem to be well pleased with the results they are receiving. He also speaks of the magnificent designs used in the advertising of the United Fruit Co. Now there are few people in the advertising business, either agency or designers, who have not thought year in and year out that they could improve greatly on several illustrations used and alternated with such regularity in the advertising of this company. I do not wish to criticise the advertising of the United Fruit Co., as it may have been profitable, but if poor advertising pays the United Fruit Co., why should not what "Critic" is pleased to term poor advertising pay the Iver Johnson Co.?

It might also have been stated by the "Critic" that the advertising appearing this year for the United Fruit Co. is a new departure over anything used heretofore by them, and there must have been a reason for the change—surely they could not have been satisfied with the former plan.

It is very peculiar that the "Critic" is so prone to admire the work of one advertising agency almost entirely and forget the hundreds of other pages of good magazine advertising that appeared in the January magazines.

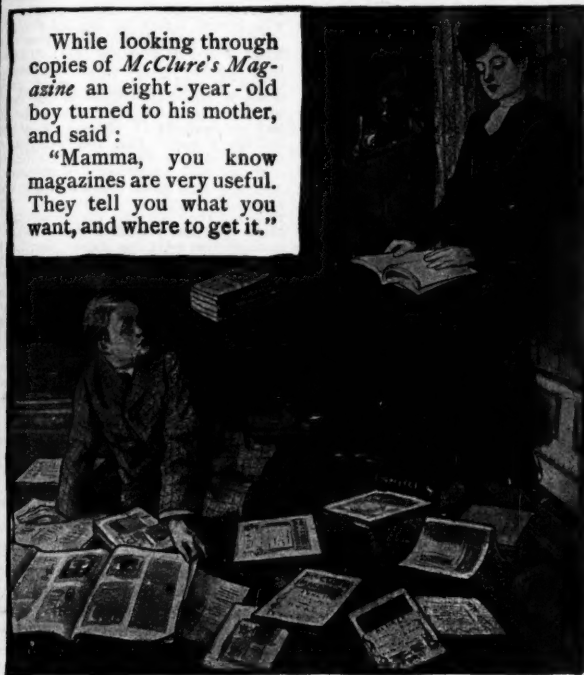
Trusting that you will give this communication space in your publication in order that "Critic" may see it and be a little more "critical" next time, I am,

Yours very truly, Wm. COLTON.

TASTE is something that cannot be taught. It's a kind of instinct—almost genius. Study and observation can do a lot for a man in many directions, but if nature has denied him a sense of the "fitness of things," he is sure to often ride rough shod over the sensibilities of the very people he is trying to attract.—*Jed Scarboro.*

While looking through copies of *McClure's Magazine* an eight-year-old boy turned to his mother, and said :

"Mamma, you know magazines are very useful. They tell you what you want, and where to get it."



THIS is an actual incident which shows strongly two things in regard to *McClure's Magazine* as an advertising medium. One is that *McClure's* is educating advertisement readers and, therefore, prospective buyers in the desirable homes of the country. The other is that it is reaching this constituency, which it has itself trained, with more desirable advertising than is carried by any similar publication to-day.

The boy is right. Magazines like *McClure's* do tell you what you want, and show you where you can get it.

McClure's Magazine is the marketplace of the world.

S. S. McCLURE COMPANY

CURTIS P. BRADY, Manager Advertising Department, New York.

FREDERICK G. LITTLE, } Western Representatives,
FREDERICK E. M. COLE, } Marquette Bldg., Chicago.

EGERTON CHICHESTER, New England Representative, Globe Bldg., Boston.

ROUND FIGURES ARE FALSE FIGURES.

THE "DIXIE MILLER" CIRCULATION STATEMENT WAS NOT TRUE.

THE "DIXIE MILLER."

154 North Cherry Street.

NASHVILLE, TENN., Jan. 19, 1904.

Editor of PRINTERS' INK:

A criticism of the circulation statement of the *Dixie Miller*, as it appears in the American Newspaper Directory, was published in your issue of January 13th over the signature of Robt. F. Pemberton. His suspicions seem to have been aroused by the fact that we have reported our circulation in even numbers for several years. This man evidently had in mind the methods of making daily newspaper statements while speaking of monthly trade journals. He forgets that we have no street or newsstand sales and that war news and elections do not excite our readers to buy several copies on busy days.

If Mr. Pemberton will glance through the directory at the statements of leading monthly trade journals he will find very little variation in these through a series of years. There is a very simple reason for this. Trade journals which have been established for ten years have, as a rule, reached pretty near the limit of possibilities in the way of circulation. Only a certain class can be interested in the publication and the possibilities, after a time, only increase as the country grows and that particular trade develops. I will venture to assert that the bona fide lists of some of the leading trade journals in America have not varied 500 copies in five years.

Now any monthly trade journal of reputation receives a hundred or more requests for samples every month. It would not be good business to let these requests go unheeded until the next issue comes from the press, would it? Then, too, any publisher who is not asleep is always soliciting new advertisers and new subscribers, and sample copies are almost indispensable to the success of such work.

In the case of the *Dixie Miller* the circulation has always been larger than reported to the American Newspaper Directory. The press room order is always for an even number of thousands, but the actual output always runs over that amount; but we have never seen any necessity for swearing to the extra 13 or 29 copies.

Mr. Pemberton demonstrates his complete ignorance of the subject when he speaks of some one bringing in a club of 50 subscribers. If any one should bring in a club of 50 subscribers to the *Dixie Miller* at one time, I am free to admit that the shock to my own personal circulation would be very severe. I don't believe my heart could stand the pressure.

There are only a few States that can boast of more than 500 mills, and the town with two mills is an exception in most parts of the country. The energetic one who started out to get a club of

50 at one dollar per year from a class of this kind in order to earn a set of dishes or a few volumes on "How to Succeed in Life" would become a very wise tourist before he finished the job.

In your remarks on Mr. Pemberton's letter I notice that you say: "Circulation means the complete number of copies printed." I have never understood it that way. What is the use to an advertiser of a paper that is printed and not mailed? I certainly would not include a paper that was printed and not mailed in a statement of circulation.

From the advertiser's standpoint I may say that those who use the trade journals regularly understand these things. They are not simple enough to think that the publisher who swears to a circulation of 5,000 means that he has exactly 5,000 paid subscribers, but they have had experience enough to know that, when a reputable journal makes a statement of this kind, the greater part of the papers printed go to bona fide subscribers, and that the bona fide list could not be maintained except by the continuous and careful use of sample copies.

Finally, Mr. Editor, if a man was to sit down to concoct a lie to send to the directory, he would naturally try to fix up a good one, wouldn't he? Would such a man go three or four years without reporting an increase? and wouldn't he consider it much foxier to put his figures at 5,013 than at an even 5,000?

Yours very truly,

B. KIRK RANKIN, Manager.

The above letter was submitted to an advertiser of large experience. After reading it, he said: "That convinces me of the correctness of a theory I have long held. It is this: When I see the circulation of a newspaper stated in round figures I know that whatever the facts may be, the figures given do not represent them. Mr. Rankin admits this, for he asserts that the circulation of the *Dixie Miller* has always been larger than was reported to the Directory. As I understand it, the Directory editor doesn't want a circulation statement that is smaller than the facts. What he wants are facts, facts, facts, and the publisher who has difficulty in giving facts is not likely to send in round figures that are smaller than facts call for.

Lincoln Frele Presse

GERMAN WEEKLY.

LINCOLN,

NEB.

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

Circulation 145,448

RATE 25 CENTS.

WORK OF THE A. A. A.

During the past year the Association of American Advertisers examined 181 publications and made reports upon their circulation to its members. Of these about 160 were daily newspapers, the rest being magazines and miscellaneous periodical. What the association calls "complete examinations" were made with the consent and assistance of the publishers, and in each case the association's members secured a detailed report regarding circulation and character. When the A. A. A. examiners go to a city they make a report on every important publication issued there, but where publishers refuse to co-operate, the reports upon their papers are merely opinions. Each publisher who submits to an examination is entitled to a certificate from the association stating that it has found his average circulation to be so much for a certain period. The publisher is required to pay the actual cost of the examination where such certificate is issued, however, the association maintaining that this is practically a guarantee of his circulation, and that such guarantee is worth its cost to the publisher. The taking of a certificate of circulation is entirely optional, and where none is issued the publisher is under no expense whatever. During the year the association issued certificates to about fifty publications. The papers examined were chiefly in the South and West. About thirty cities were visited. The association now has reports on the greater portion of the South, including Tennessee, Mississippi, Alabama, Georgia and South Carolina. Reports are intended to embrace everything of interest to members. Not only the circulation and character of publications are considered, but retailing facilities, the newsstand circulation of magazines as nearly as it can be determined by investigation, estimates of publications taken by mail, theatre programmes, billboards, and advertising running in different mediums at the time of examination. These reports are sent to members of the association

in confidence. In addition to this work the A. A. A. in 1903 reported upon the street car advertising of about thirty-five cities, including New York, Chicago, St. Louis, Kansas City, Milwaukee, Denver, Salt Lake City, Indianapolis, Louisville, Baltimore and Washington. The advertising of members in these cities was inspected and in some instances specimen reports were sent to advertisers outside the association for the purpose of interesting them in its service. This street car inspection proved expensive, such a city as Chicago costing \$170 to check. During the present year the association hopes to increase its force of examiners and to investigate a larger number of publications. Operations will be chiefly confined to the West and the Pacific Coast. It is estimated that there are about 2,000 publications of all classes of sufficient value to advertisers to justify examination. When in territory where examinations have been made in former years the association makes re-examinations. Another means of keeping circulation figures up to date is that of accepting statements from publications that have been examined. A file of recent circulation information is kept for members, and the association also performs special services for individual members. The membership now includes sixty advertisers, all of whom are said to be satisfied with the organization's work. The following list of publications includes all that had been examined up to August, 1903. About sixty papers investigated since then will be included in a revised list to be issued soon. Each paper mentioned has been subjected to a "complete examination":

New York City—Evening Telegram, Jewish Daily News, American Agriculturist, Collier's Weekly, Independent, Literary Digest, Public Opinion, Bookman, Argosy, Delineator, Ladies' World, Leslie's Monthly, McCall's Magazine, Munsey's, Pearson's, Recreation, Review of Reviews, Success, Strand, Wide World Magazine.

Chicago—Inter-Ocean, Daily News, Post, Record-Herald, Abend-Post, Advance, Breeders' Gazette, N. W. Christian Advocate, Farm, Field and Fireside, New Voice, Orange Judd Farmer, Ram's

Horn, Baptist Union, Junior Baptist Union, Epworth Herald, Journal American Medical Association, Alkaloidal Clinic, American Swineherd, Conkey's Home Journal, Household Guest, Photo-Beacon.

Philadelphia—Bulletin, Inquirer, North American, Press, Record, Telegraph, Farm Journal, Saturday Evening Post, Ladies' Home Journal, Medical World.

St. Louis—Chronicle, Globe-Democrat, Post Dispatch, Republic.

Boston—Congregationalist, Christian Endeavor World, Wellspring, Youth's Companion, Black Cat, Brown Book, Cooking School Magazine, Modern Priscilla, Wisdom.

Baltimore—American, Herald, News. Cleveland—Plain Dealer, Press, Waechter und Anzeiger.

Buffalo—Courier, Enquirer, Evening News.

Pittsburg—Chronicle Telegraph, Gazette, Post, Press, Times, Christian Advocate, United Presbyterian.

New Orleans—Item, News.

Detroit—Journal, News, News-Tribune, Tribune, Times, Abend-Post, Michigan Christian Advocate.

Milwaukee—Free Press, Herold, Journal, Sentinel, Acker und Gartenbau Zeitung, Catholic Citizen, Northwestern Chronicle, Western Teacher.

Washington—Evening Star, Colored American, National Watchman, Pathfinder, Home Magazine, National Tribune, Postmaster's Advocate, Postal Record.

Newark—Evening News, Sunday Call. Louisville—Courier-Journal, Herald, Post, Times.

Minneapolis—Journal, Times, Tribune, Farmers' Tribune, Housekeeper, Farm, Stock and Home, Northwestern Agriculturist.

Providence—Bulletin, Journal.

Indianapolis—Journal, News.

St. Paul—Dispatch, News, Pioneer-Press.

Rochester—Democrat and Chronicle, Post-Express, Times, Union and Advertiser, Green's Fruit Grower, Vick's Family Magazine.

Toledo—Blade, Times, News.

Columbus—Citizen, Dispatch.

Worcester—Post, Telegram, L'Opinion Publique.

Syracuse—Herald, Post-Standard, American Poultry Advocate.

Albany—Journal, Times-Union.

Binghamton, N. Y.—Herald, Republican.

Birmingham, Ala.—Age-Herald, Ledger, News.

Bloomington, Ill.—Pantagraph.

Brockton, Mass.—Enterprise, Times.

Burlington, Vt.—Free Press.

Camden, N. J.—Courier, Post-Telegram.

Dansville, N. Y.—World's Events, Normal Instructor.

Davenport, Ia.—Leader, Republican, Times.

Decatur, Ill.—Herald, Review.

Des Moines, Ia.—Capital, News.

Hartford, Conn.—Post.

Holyoke, Mass.—Transcript.

Joliet, Ill.—News.

Lafayette, Ind.—Courier, Democrat, Journal.

Lexington, Ky.—Democrat, Leader.

Little Rock, Ark.—Arkansas Gazette. Lynn, Mass.—Item.

Marshalltown, Ia.—Times-Republican.

Memphis, Tenn.—Commercial Appeal, News, Scimitar.

Mobile, Ala.—Item.

Moline, Ill.—Dispatch, Mail.

Muncie, Ind.—Star.

Nashville, Tenn.—American, Banner, News.

Oak Park, Ill.—Intelligence, Week's Current.

Pawtucket, R. I.—Times.

Peoria, Ill.—Star.

Quincy, Ill.—Herald.

Rock Island, Ill.—Argus.

Salem, Mass.—News.

Scranton, Pa.—Times, Tribune.

Springfield, Ill.—News, State Journal, State Register.

Springfield, Mass.—News, Republican, Farm and Home, New England Homestead, Good Housekeeping.

Springfield, O.—Woman's Home Companion, Farm and Fireside.

Taunton, Mass.—Herald-News.

Trenton, N. J.—Times, True American, Sunday Advertiser.

Troy, N. Y.—Record.

Wilkesbarre, Pa.—Record, Times.

Williamsport, Pa.—Grit, Sun.

Montreal—Gazette, La Patrie, La Presse, Star, Family Herald and Star, Le Cultivateur, Le Samedi.

Toronto—Globe, Mail and Empire, Telegram, World.

The members of the association

are:

The Aeolian Co., New York.

S. B. & B. W. Fleisher, Philadelphia.

W. Atlee Burpee & Co., Philadelphia.

Arthur Peter & Co., Louisville, Ky.

Colgate & Co., New York.

Cream of Wheat Co., Minneapolis,

Minn.

The H-O Co., Buffalo, N. Y.

Mariani & Co., New York.

Enoch Morgan's Sons Co., New York.

Postum Cereal Co., Ltd., Battle Creek,

Mich.

The Procter & Gamble Co., Cincinnati,

Ohio.

E. S. Wells, Jersey City, N. J.

Andreas Saxlehner, New York.

F. A. Stuart Co., Marshall, Mich.

World's Dispensary Medical Association, Buffalo, N. Y.

American Cereal Co., Chicago, Ill.

Miles Medical Co., Elkhart, Ind.

Rumford Chemical Works, Providence,

R. I.

The Lydia E. Pinkham Medicine Co.,

Lynn, Mass.

The Peruna Drug Mfg. Co., Colum-

bus, O.

Scott & Bowne, New York.

W. T. Hanson Co., Schenectady, N. Y.

Merrell-Soule Co., Syracuse, N. Y.

Eastman Kodak Co., Rochester, N. Y.

Huyler's, New York.

T. B. Dunn Co., Rochester, N. Y.

California Fig Syrup Co., San Fran-

cisco, Cal.

General Electric Co., New York.

Joseph Campbell Preserve Co., Cam-

den, N. J.

Lever Brothers Co., New York.

Evans Chemical Co., Cincinnati, O.

Dr. Kilmer & Co., Binghamton, N. Y.

Fels & Co., Philadelphia, Pa.

Hamlin's Wizard Oil Co., Chicago, Ill.
 Munyon's H. H. Remedy Co., Philadelphia.
 Schlitz Brewing Co., Milwaukee, Wis.
 Dr. David Kennedy Corporation, Rondout, N. Y.
 H. O. Wilbur & Sons, Philadelphia.
 Walter Baker & Co., Boston, Mass.
 The Bon Ami Co., New York.
 R. T. Booth Co., Ithaca, N. Y.
 Dr. M. M. Fenner, Fredonia, N. Y.
 Hall & Ruckel, New York.
 International Silver Co., Meriden, Conn.
 Parke, Davis & Co., Detroit, Mich.
 The J. B. Williams Co., Glastonbury, Conn.
 Moxie Nerve Co., Boston, Mass.
 Sterling Remedy Co., Kramer, Ind.
 The Omega Chemical Co., New York.
 Chattanooga Medicine Co., Chattanooga, Tenn.
 The Piso Co., Warren, Pa.
 Corticelli Silk Mills, Florence, Mass.
 Allcock Mfg. Co., New York.
 Fred Macey Co., Grand Rapids, Mich.
 Paris Medicine Co., St. Louis, Mo.
 Dr. Earl S. Sloan, Boston, Mass.
 De Long Hook & Eye Co., Philadelphia.
 Duquesne Distributing Co., Harmer-ville, Pa.
 Foster-Milburn Co., Buffalo, N. Y.
 Baker-Vawter Co., Chicago, Ill.

The methods of proceeding adopted by the Association of American Advertisers, as reported on another page, offer an ingenious cloak for possible blackmailing operations. Unless a publisher will consent to pay for the examination, he is not permitted to know what the result of it purports to be. The proceeding is secret and whether the conclusion arrived at is correct or otherwise, no fellow can find out; for, as no member of the association is allowed to disclose the alleged facts that are communicated to him by the examiner, it naturally follows that if the examiner is prejudiced or incompetent, no one has any opportunity to discover it and set him right. The report is swallowed as completely as a pill of unknown ingredients, and equally does its work in the dark.

If some process could be hit upon whereby a little more daylight could be let in upon the workings of the A. A. A., there are a thousand advertisers who could profitably pay the annual dues, while, as now conducted, it is a question whether every one of the sixty members, who are now said to be satisfied, is not in fact more likely to be fooled than enlightened by the reports he gets, but which he is not allowed to exhibit or talk

over with any one who would be competent to point out the errors of judgment or prejudice they are likely to contain.

Secrecy is the grave of truth.

SINCERITY.

There is no one attribute so necessary to successful advertising as sincerity. If the advertisement does not ring true, it is worse than lost space; it is the minus quantity where it should be the plus. It not only accomplishes nothing, but it takes away from what has already been achieved.

It is not to be denied that some of the most meretricious advertising often brings a success which surprises and daunts sincere advertisers, but it will be an evanescent one, and when the crash comes, as come it will, it will be memorable for its completeness.

The sincere advertiser may not produce matter that is flowery or even "catchy"—much abused word—but his announcements will have a ring and a vitality about them that will impress in the right way, and will do the work in the long run. Sincerity is a weapon of offense and defensive; it is the strongest force in the advertising world, and it is because of the ever-growing sincerity in the work that advertising is the greatest power of the day.—*Fame.*

JOKES and Smart-Eleckness are as much out of place in your ads as a circus clown would be in church.—*White's Sayings.*

1903 A RECORD YEAR

FOR THE

Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The Automatic Mechanical Piano Player is rapidly supplanting the Automatic Human Piano Player, not only because it is manifestly superior from a musical point of view, but for the further reason that it can be shut off without hurting its feelings.

These vitally important features are naturally endearing it to a very large proportion of the public, and, from present indications, there is room for hope that in time the Au-

doing its work. A great many of these pictures have been printed, and most of them are good.

The Angelus advertisement, reproduced here, was probably one of the good kind before the attempt was made to get it into so limited a space.

In advertising of this kind the value of the illustration lies entirely in the expression on the faces of the people shown. Treatment of this nature in so small a space



The Angelus

DO you know the pleasure of sitting in front of the fire listening to all of your favorite music? Do you know that you or any of your family can play your own piano perfectly by the aid of the Angelus?

THE PHRASING LEVER

is the latest and most improved invention ever perfected for a piano-playing instrument, and is only to be found on the Angelus. It is the crowning feature of this wonderful instrument, which places in your power the ability to reproduce every touch, grace and art known to piano-playing technique.

Send us your name and address, and we will mail free our new illustrated booklet, describing the Angelus, new Phrasing Lever.

WILCOX & WHITE CO.
SOLE MAKERS
MERIDEN, CONN., U. S. A.
Established 1818

No. 1

tomatic Human Piano Player will become extinct.

There are many different makes of piano players, and nearly all of them are very well advertised.

The points emphasized are that anybody can use them, and that the result is all that can be wished for. This latter point is generally brought out by pictures showing the exquisite pleasure of the family group while the piano player is



The Angelus

No. 2

causes the expression to disappear, and the usefulness of the picture goes with it.

A stronger, simpler method of treatment, as in No. 2, is essential both to attractiveness and the element of salesmanship.

THE cause of the success of the successful firm is not always the advertising—the adman to the contrary—*White's Sayings*.

SPHINX CLUB PROCEEDINGS.

The sixty-first meeting of the Sphinx Club was held at the Waldorf-Astoria on the evening of January 13, 1904. In the absence of President Daniels, William Henry Maule, of Philadelphia, one of the vice-presidents, presided. Colonel Walter E. Edge, of Atlantic City, delivered the principal address of the evening, on the subject of "Resort Advertising." He said:

A few years ago the advertising of winter and summer resorts was little thought of and little sought for. I believe that one of the main reasons for the wonderful growth of this branch of advertising is the fact that resort advertising has demonstrated that better returns are obtainable for the money spent than in any other class of advertising. It has brought highly profitable returns, increased the value of all advertising, and demonstrated the infinite possibilities of judicious publicity. Probably no more difficult problem could be imagined than the attempt to make a famed winter resort, and an early spring resort, out of Atlantic City—a strip of sandy beach on the bleak, northerly Atlantic coast, without any of the general characteristics of southern exposure and climatic conditions, without any argument in its favor other than the enterprise of the people. Yet this seemingly impossible thing has been actually accomplished. In this experiment the newspapers and periodicals were put to their severest test and they won out, as they usually do. Atlantic City to-day is enjoying a larger and more profitable business in mid-winter and in spring than it ever enjoyed in its palmy summer days. The business has, in fact, extended to all the year round, and hotel and business men are unanimous in their statement that they owe their present prosperity to the great publicity given Atlantic City through the newspapers and periodicals. The railroads have contributed a great deal to the splendid results. Nevertheless, the railroads made no move in this direction until Atlantic City by its liberality and energy called the attention of the world to its claims as a leading resort. I believe that hotel advertisements should appear regularly in the classified columns of the public mediums, just the same as names appear in city directories. This was not as important ten years ago as to-day. To-day the classified columns of newspapers are complete transcripts of the important news of the day, from an advertising standpoint, and furnish such information bureaus in themselves that the absence of hotel advertisements would be a serious loss to the people, and would tend to indicate that the very hotels themselves had gone out of existence. We in Atlantic City believe in what has been popularly termed "combination

advertising," that is, the combining of the mutual interests of the hotels in exploiting our resort, on the principle that what is good for one is good for all, allowing individual interests to take care of themselves. This combination plan has resulted in the furnishing of larger copy from resorts all over the country. It has made the business more attractive and has not, as a great many advertising managers prophesied it would do, in any way detracted from individual classified hotel advertising. On the contrary, it has greatly increased individual hotel advertising. I contend that in order to secure increased advertising appropriations it is absolutely necessary, in any class of business, to get *returns*. If you secure returns, you are absolutely sure of getting increased advertising appropriations, and therefore the development of this combination advertising has allowed the agents to more generally advertise the fame of Atlantic City. The result is that hotel men feel encouraged to spend more money in advertising their individual hotels. You are all doubtless familiar with a number of resorts throughout the country which twenty-five years ago were prosperous, popular and successful. They gradually deteriorated, were little heard of or thought of, and the general tourist ceased to patronize them—all for lack of liberality enough to keep them continually before the eyes of the public. Some of these old pleasure resorts actually depreciated so much in value that their taxes were greater in amount than the value of the property. In the last three or four years, however, they have awakened from their Rip Van Winkle sleep, availed themselves of the benefits of judicious publicity, and are again becoming prominent and prosperous. New hotels are being built everywhere and the resorts are becoming more and more prosperous as they become better known by advertising. Resort advertising has become an absolute department of every newspaper and periodical and it will naturally broaden as the years roll on. To-day there is hardly a well known hotel in the country whose advertisement does not appear regularly in the popular advertising mediums. Hotel men, merchants, newspapers, periodicals, advertising agents, the public—all have benefited and profited by judicious resort advertising.

M. M. Gillam—Some twelve or fifteen years before Atlantic City had reached the development it now enjoys, I was induced to make some investments along the Jersey coast. I studied the question carefully and then satisfied myself that Atlantic City was out in the cold for sure. The official reports of the Government showed that it was well up in the frozen zone, and when I realized all the disadvantages under which it labored I made up my mind that Old Seven-Mile Beach was the place for a popular resort. Well, I bought property there, a good deal of it, and I've got it yet. Old Seven-Mile Beach has a genial climate and there is everything there to make a man happy and contented—except the railroads. When it takes two and a half hours of express time, and three hours

of ordinary freight time, to get to Avalon, and fifty minutes to get to Atlantic City, of course you will go to Atlantic City if you have only two hours to spare. With railroads and plenty of judicious advertising to boom Atlantic City, why poor little Seven-Mile Beach hasn't a show on earth, although I still maintain that it has many natural and superior advantages over Atlantic City.

The club then opened a "question box," questions relating to advertising sent by members to the chairman, he assigning them to members likely to give the best answers. The first query was "Are Sunday papers effective for the retail advertiser of men's wear?" It was submitted to P. A. Conne, of Saks & Company, who said:

This is a problem that has worried me for fifteen or twenty years. I have found absolutely no solution of the problem. The Sunday newspapers are so crowded with advertising of all kinds that it is really a serious question whether small advertisements can be made to pay. An advertisement, especially a small one, should be made so peculiarly attractive typographically, or by the means of white space, as to be conspicuous and stand out and apart from its surroundings, so that it can by no means be overlooked. If such an advertisement is repeated Sunday after Sunday it should bring results. The morning papers, being less crowded on week days, are, to my mind, the best advertising newspaper mediums for men's wear.

"Should retail merchants 'Get the Habit' of demanding position when bargaining for space?" was submitted to Samuel Brill, of Brill Bros.

I believe it is an excellent thing to "Get the Habit" of asking for position when advertising, especially when one is trying to climb the ladder. If you don't ask for position and insist on getting it from the newspapers, they are apt to give you the lower right corner of the paper. Some people contend that any old position is good enough if your ad is properly written and displayed. Newspaper men say: "Put in your ad and if it is good it will draw, no matter what the location may be." Suppose, for instance, that the newspaper would make a rate of 50 cents a line for top of column, next to reading matter, and 20 cents a line for the lower right hand corner, just to prove to the poor, misguided advertiser that position didn't count, how many do you suppose would take the lower rate and the lower location? If the newspapers will only go to the trouble and expense, and they can well afford to do so, of engaging a competent man to see that small advertisements are so placed that they will appear to advantage, it will be money in their pockets, as they will undoubtedly secure many small advertisements that are now being withheld because prospective

advertisers cannot have them placed where they will catch the eye of the public.

"Would not the adoption of a flat newspaper rate be of great benefit to the advertising business?" was submitted to F. James Gibson.

A flat rate, as I understand it, is a rate that is made for one line, a thousand lines, ten thousand lines, or any number of lines in fact; for one insertion, fifty-two insertions, a thousand insertions, or any number of insertions. It is subject, of course, to advertising agents' commissions, also to cash discounts. I believe in a flat rate, and if I owned a newspaper, magazine, or periodical I would establish and maintain a flat rate. I don't mean that it would be a uniform flat rate for all kinds of business. For instance, I think I should accept "Help Wanted" for less than "Situations Wanted." I believe in the principle of a flat rate because it would tend to simplify advertising. It would make it easier to advertise, and whatever would make it easier to advertise, and tend towards bringing in business, would increase the volume of advertising and benefit both advertisers and publishers, as well as the wicked advertising agent. There are a great many publications, more particularly newspapers, that have advertising rate cards that no one can understand. There is one great newspaper in New York City that has an advertising rate card that is popularly supposed to be understood by only one man, and yet, on one occasion, it was found that this particular man did not himself understand the rate card he had drawn up. There is another great newspaper in New York City that has a rate card which, if lived up to, would not enable an advertiser to do business with that paper at a profit. Even if you were an advertising agent you wouldn't be able to tell by figuring out from that card just what you would have to pay for the advertising you were trying to place. The only way to find out from this latter newspaper just what an ad will cost is to send in a proof of the ad and ask what it will cost. Now, if the flat rate prevailed, it would greatly simplify matters all round. It would also tend to establish an advertising value for space in the publication using the flat rate system. One of the arguments against the adoption of the flat rate is that an advertiser who buys a large amount of space is entitled to a lower rate than one who buys only a small amount of space. That principle is all right in the merchandise world, because when you buy a carload of goods it is one transaction, but in advertising it is altogether different. If you get a contract for a large amount of advertising for a great number of insertions, you have just as much bookkeeping to do as though each one was a separate transaction. The principle of discounts for advertising space contravenes one of the established principles of advertising—that is, the more space you use in a publication, the greater the value to you.

If you maintain that because you buy, say, a hundred thousand lines, you ought to get it cheaper than if you only bought, say, ten thousand lines, you are practically telling the publisher that it is not worth so much to you. The last thousand lines on a ten thousand-line contract, or a hundred thousand-line contract, is worth more to the advertiser than the first thousand lines. If an advertiser inserts an advertisement 312 times in a daily newspaper, isn't the last insertion, or the hundredth last insertion, worth more to him than the first insertion? We all know that it is. Why should he pay less? Another good reason for the adoption of the flat rate is that it would prevent sharp practice on the part of the iniquitous advertising agents. It is a common practice for an advertiser to make a contract for ten thousand lines when, in reality, he only intends to use five thousand or even less. The business runs along up to say 3,000 lines. Then the ad is dropped, and when the newspaper man says, "Where's the rest of the advertising?" the advertiser tells him that it is not ready yet. Meantime he has paid for the space used, and it's "up to" the publisher to make that man pay the long rate if he can, and there are very few publishers that have found it advisable to go to law to try to collect what is rightfully due them, because the advertiser will simply say, "I discontinued the advertisement because it did not pay in that publication." This, of course, would give that particular newspaper or publication a "black eye." Another reason for the establishment of a flat is the fact that it would be a good thing for the small advertiser, and most big advertisers have been small advertisers at some time or other. Suppose a small retailer wants to advertise his wares. What is he up against? He finds that he has to pay twice as much in proportion to his facilities for doing business as the big stores do; consequently he remains outside in the cold, and the other people, who have the advantage of a low rate and a large amount of business, scoop in the trade and the dollars, and the poor little trader falls by the wayside.

W. W. Seeley then spoke on "Outdoor Advertising":

Some years ago a certain man came out of the "wild and woolly West," from the State of Nebraska. He appeared at Madison Square Garden before a lot of curious people, or a curious lot of people—or both. He said, among other things, "I am in the enemy's country." He failed to capture the love and the votes of the people, lost heart and finally drifted into the newspaper business. I, too, am in "the enemy's country," so far as my position as an outdoor advertiser is concerned, for I am surrounded on all sides by newspapers and magazines who profess to ignore the value of outdoor advertising. They don't look with favor and loving kindness on the line of advertising that I am "rooting" for. I do not attribute this entirely to selfishness, but the mills of the newspaper offices will never grind

with the money that is spent on the billboards. All the same, when any of the great newspapers of the country want to tell the public that its next issue will be really worth while reading, they do it by posters on the billboards, and the public wait patiently for the big show to come to town. Consistency is a jewel. No advertising campaign can be completely successful without the use of the billboard. It is an advertising medium in a class by itself, and in the highest class at that. Some years ago I decided that a prominent magazine would be greatly benefited by a liberal dose of billboard advertising. I called on the publishers and informed them of my decision. I was told that my medium was entirely beneath their dignity, that their readers were all aristocratic, scholarly people who wouldn't know a billboard if they bumped into one. Some time after, I was surprised at their sending for me and telling me that they were contemplating the publication of a story by a man who was about to run for office. If he was elected, I was to call to see them; if not to stay away. Well, the man was elected. I called on the publishers of the magazine and we got out a very handsome and attractive eight-sheet poster. This I had plastered all over the walls and fences of this and the other Northern and Eastern States. The results were highly gratifying to both publisher and author, and to myself, of course. The publishers were especially pleased and their dignity was at last satisfied. They now believe firmly in the value of judicious outdoor display advertising. The name of the magazine I have been speaking about was *Scribner's*; the story was "The Rough Riders in Cuba"; the author Theodore Roosevelt, now President of the United States.

Samuel Knopf—The value of advertising depends very largely on the firm or individual whose name it bears. There are some men to whom you listen with attention, because they interest you; there are a great many men who don't interest you at all. You have first got to establish a reputation as an advertiser who has something worth saying, the truthfulness of which can be relied upon. After you have established such a reputation, you can accomplish as much with fifty lines as with five hundred, and if you haven't such a reputation you can't do anything with even five hundred lines. I don't believe that a man buys a newspaper in the morning to find out where he can buy a suit of clothes, underwear, shoes, or a new hat, the next day, at the lowest possible price. But if a man casually looks over the advertisements of a newspaper, happens to need any article of wear, and reads the advertisement of a store with an established good reputation, he is bound to bear that store in mind when making his purchases. The basis of all good advertising is the possession of the proper merchandise—merchandise that is really meritorious.

Other speakers were H. J. Heinz, J. H. Patterson, C. M. Hogan, Edward A. Filene and H. B. Harding.

WITH ENGLISH ADVERTISERS.

By T. Russell.

It is a proposition pretty generally admitted, though I think the principle is carried too far by many people, that whatever calls attention to a thing, in any manner, advertises it. Even a public institution may exhibit this fact. For instance, the late Froude-Carlyle controversy in the newspapers has advertised the house of the Sage of Chelsea, which is preserved in perpetuity as a memorial to that great but rather difficult philosopher. Carlyle's house was visited last year by over 500 more people, who thought it worth while to inscribe their names in the book, than in any year since 1895, and that was an advertised year too, because it was the centenary of Carlyle's birth. The other side of this principle is occasionally illustrated by some smart advertising man who perceives a run of public attention concentrated on a subject or name, and rushes out something to catch the harvest. I remember, many years ago, that a song by Stephen Adams (composer of "Nancy Lee" and a score of other popular favorites) had a great run. It was called "Mona," and the theme of it was that rather unpleasant little place, the Isle of Man. A clever druggist in the island placed on the market a perfume which he called "Mona Bouquet." So far as I know, it never had any general advertising, and never needed it. It became all the rage, and, curiously enough, has a large sale to this day, though the song is nearly forgotten.

* * *

The latest example of this kind emanates from a druggist also. I presume James Matthew Barrie's play "Little Mary" must have been produced in America, and that all readers of PRINTERS' INK will know that "Little Mary" in the play is a fancy name for the human stomach, considered as a digestive organ in difficulties. Barrie's play had hardly taken London by storm before a London druggist got out a stomach pill, and called it the "Little Mary" pill, of which a small

advertising handbill or dodger lies before me. It is in no way distinguished; indeed, it is rather a poor piece of advertising, except the title; but that is a stroke of genius.

* * *

While on the subject of medicine advertising, it will be convenient to mention a change in the law which has just gone into effect. Patent medicines in this country bear a revenue stamp *ad valorem*—3 cents on a 25-cent article, 6 cents on anything from 25 to 60 cents, and so on. There has been an announcement of a change in this matter—not in the nature of the law, but in the administration of it, which there may be some advantage in describing. In order to come within the charge of duty the rule has hitherto been that the goods must either be described as proprietary; recommended by wrapper or advertisement for the prevention, relief or cure of some disease, manufactured under letters patent, or said to be compounded in virtue of some exclusive or occult art or secret. Unless one of these things was done, there was no stamp duty. In practice many things escaped owing to the interpretation of the act of Parliament, which had become traditional. For instance, no matter how much a soap was recommended as medicated or curative, it was never charged with duty, unless the directions for use said that it was to be allowed to dry on the skin—because in that case it was considered to be recommended as an application and not merely as a detergent. If a dentifrice was recommended as good for the toothache, or to prevent toothache, it would be liable to stamp duty; but if the proprietors chose to go out of their way a little and claim that the healthful cleanliness in the mouth set up by this dentifrice was a safeguard against toothache and decay of the molars, there was no duty. It has hitherto been held by the Board of Inland Revenue that the mere inclusion in a title of the name of a disease, without other specific recommendation, did not make a medicine liable. But the board has now

given notice that from the first of 1904 stamp duty will be required to be paid on all articles thus designated. For instance "Toothache Drops," "Headache Wafers," "Wind Pills," "Cough Linctus," hitherto free unless brought within the charge of duty by some other wording, will then become dutiable. One advantage, and a great one, of this is that it will hit the substitutor hard. Hitherto substitutors who live on other people's advertising have generally escaped paying duty precisely because they did not have to bring themselves into liability; the recommendations involving duty were all done by the makers of the genuine articles substituted. From January 1st the substitutor is placed on the same footing as the vendor of honest goods; and as the latter will be no worse off than before, the change in the administration of the law may be welcomed as an advantage to advertisers.

Our merry little allies, the Japanese, are just now a good deal advertised, and there will perhaps be more about them in the papers than ever by the time the present letter is printed. Some specimens of Jap-English have been printed lately in the English newspapers, and among them is a dentist's announcement, which runs as follows:

Our tooth is a very important organ for human life and countenance, as you know; therefore, where it is attacked by disease or injury, artificial tooth is very useful. I am engaged to the Dentistry, and I will make your purpose.

This may not be, and indeed is not, very good English; but if it isn't a good advertisement, I don't know one.

In the King's Bench Court lately Sir W. Leng & Co., proprietors of the *Sheffield Telegraph*, had occasion to sue a new medicine advertising concern, called the Gypstican Oil Company, for a debt of £119 for advertisements inserted. There appears from the reports to have been no dispute as to the account being correct; but the Gypstican Oil Company preferred to be sued before paying. It is not surprising

that judgment was given with costs for the paper.

But it is a little difficult to understand this kind of law case arising. There are people who start in on the advertising business on one principle, and one alone, and that is to avoid paying if they can. And there are newspapers which, in spite of such experiences as the above, will give credit to these people, and in fact, apparently, to any one who asks for it. I have no quarrel with this. But it seems to me that a reputable advertiser, and especially a well-established advertising agency, ought to demand and to receive more favorable quotations for space than strangers or persons of existing bad reputation in the matter of paying. Instead of which it is very often the other way.

THE merchant who does some "fool thing" to draw a crowd generally gets it just the same as a minister would if he turned three somersaults before beginning his sermon—the question is whether this is good for permanent results.

ADVERTISING something you ain't got is like writing out checks when you ain't got nothing in the bank—there'll be trouble when you don't make good.

**In The Homes Of 50,000
Railroadmen You Talk**

When You
Advertise in the
**Locomotive
Firemen's
Magazine**



For Rules and
Affidavits of Circulation
Address
W.S. CARTER
Editor and Manager
Commercial Club Bldg.
Indianapolis, Ind.

**One Million Homes are
Railroadmen's Homes**

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, or have supplied a similar statement for the 1904 issue of the Directory, now undergoing revision and to be issued in April next. Such circulation figures as are mentioned last are characterized by a *.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (©), the so-called gold marks, denoting superior excellence in quality of circulation. Announcements under this classification, if entitled as above, cost 30 cents per line under a YEARLY contract, \$20.00 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily average for 1902, 1,159. Weekly, '03, 2,216 (*) guaranteed. Last six months, 1903, daily 1,750 guaranteed. Largest daily and weekly circulation in Anniston district. Weekly edition: *The Republic*.

Birmingham, Birmingham News. Daily av. for 1903, 17,488 (*) last 6 months 1903, 18,052; guaranteed.

Birmingham, Ledger. dy. Average for 1902, 18,980 (34). Av. for Aug., 1903, 17,586, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,890 (©), weekly 12,841, Sunday 14,626 (40).

ARIZONA.

Bisbee, Review. daily. W. B. Kelley, pub. In 1902 no issue less than 1,250 (46). In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1902, 5,820 (47). *Logan & Cole Special Agency, N. Y.*

ARKANSAS.

Fort Smith, Times. daily. In 1902 no issue less than 1,000 (53). Actual average for August, September, October, 1903, 2,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, publisher. Actual average 1902, 10,000.

CALIFORNIA.

Fresno, Morning Republican. daily. Average for 1902, 4,644 (67). *E. Katz, Special Agent, N. Y.*

Oakland, Tribune. daily. Average for 1902, 9,952 (76). *Tribune Publishing Company.*

San Diego, San Diegan Sun. Daily average for 1902, 2,722 (80). *W. H. Porterfield, pub.*

San Francisco, Argonaut. weekly. Average for 1902, 15,165 (81). *E. Katz, Special Agent, N. Y.*

San Francisco, Bulletin. R. A. Crothers, Av. for 1902, daily 49,159, Sunday 47,802 (80).

San Francisco, Call. dy and S'y. J. D. Spreckels. Av. for 1902, dy 60,885, S'y 71,584 (80). Av. 1903, daily 61,054 (*); S'day 82,015 (*)

San Jose, Evening Herald. daily. *The Herald Co.* Average for year end. Aug., 1902, 2,597 (86).

San Jose, Morning Mercury. daily. *Mercury Publishing Co.* Average for 1902, 6,266 (86).

San Jose, Pacific Tree and Vine. mo. W. H. Bohanan. Actual average, 1903, 6,135 (*).

CONNECTICUT.

Hartford, Times. daily. Average for 1902, 16,172 (111). *Ferry Lukens, Jr., N. Y. Rep.*

Meriden, Morning Record and Republican. Republican Pub. Co. Dy. av. for 1902, 7,857 (112).

New Haven, Evening Register. daily. Actual av. for 1903, 12,571 (*); Sunday, 11,492 (*).

New Haven, Palladium. daily. Average for 1902, 5,500 (114). *E. Katz, Special Agent, N. Y.*

New Haven, Union. Av. for 1902, dy 15,881, S'y 8,825 (114). *E. Katz, Special Agent, N. Y.*

New London, Day. ev'g. Av. 1903, 5,618 (*) (115). Average gain in past year. 415.

Norwich, Bulletin. daily. Bulletin Co., publishers. Average for 1902, 4,659 (116). Actual average for 1903, 4,988 (*).

Waterbury, Republican. Daily average 1903, 5,846 (*) *La Cote & Maxwell, Spec. Agts, N. Y.*

COLORADO.

Denver, Post. daily. Post Printing and Publishing Co. Average for 1902, 23,171 (97). Average for December, 1903, 44,416. Gain, 9,259.

★ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



DELAWARE.

Wilmington, Morning News. daily. News Publishing Co., pubrs. Av. for 1903, 10,544 (*).

DISTRICT OF COLUMBIA.

Washington Ev. Star. daily. Ev. Star Newspaper Co. Average for 1903, 24,085 (*) (©).

National Tribune. weekly. Average for 1902, 104,599 (123). First six mos. 1903, 112,268. *Smith & Thompson, Rep., N. Y. & Chicago.*

FLORIDA.

Jacksonville, Metropolis. daily. Av. 1902, 7,018 (128). Average last 6 months, 1903, 8,229.

Pensacola, Journal. mornings, ex. Mon. Av. 1902, 2,441. Av. 1903, 2,929 (*); Dec. 1903, 3,190.

Tampa, Morning Tribune. daily. Tampa Tribune Pub. Co. Average for 1902, 5,608 (132).

GEORGIA.

Atlanta, Journal. dy. Av. 1902, 37,828. Semi-wy, 24,105 (136). Present average, 39,884.

Atlanta, News. Actual daily average, 1903, 20,104 (*). Av. December, 1903, 22,720.

A Roll of Honor—Continued.

Atlanta, Southern Cultivator, agriculture, semi-mo. *Actual average for 1903, \$6,125* (*).

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. *Av. for 1903, 1,640* (*).

IDAHO.

Boise, Capital News, d'y and w'y. Capital News Pub. Co., pub. *Aver. 1903, d'y 2,761* (*), *w'y 2,475* (*). (161).

ILLINOIS.

Cairo, Citizen, weekly. *Actual average, 1903, 1,110* (*). *Daily, average 1903, 818* (*); *Dec. 1903, daily, 948; weekly, 1,125*.

Champaign, News. In 1903 no issue less than 1,100 daily and 3,400 weekly (163). In November, 1903, no daily issue less than 2,400.

Chicago, Ad Sense, monthly. The Ad Sense Co., puba. *Actual average for 1902, 6,088* (176).

Chicago, American Bee Journal, weekly. *Actual average for 1902, 7,485* (167).

Chicago, Bakers' Helper, monthly. H. R. Clisold. *Average for 1903, 4,175* (*) (©).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. *Average for 1902, 60,052* (167). *Actual average for 1903, 67,880* (*).

Chicago, Dental Digest, mo. D. H. Crouse, pub. *Actual average for 1902, 7,000* (*).

Chicago, Grain Dealers Journal, s. mo. Grain Dealers Company. *Av. for 1902, 4,416* (©) (175).

Chicago, Home Defender, mo. T. G. Mauritzen. *Act. av. 1902, 5,409. Last 3 mos. 1903, 54,000*.

Chicago, Irrigation Age, monthly, D. H. Anderson. *Average for 1902, 14,166* (161). *Average ten months 1903, 22,100*.

Masonic Voice-Review, mo. *Average for 1902, 26,041* (182). *For six months 1903, 26,166*.

Chicago, Monumental News, mo. R. J. Haight, pub. *Av. for year end. July, 1902, 2,966* (182).

Chicago, National Harness Review, mo. *Av. for 1902, 5,291* (183). *First 6 mos. 1903, 6,250*.

Park and Cemetery and Landscape Gardening, mo. *Av. for year ending July, 1902, 2,041* (183).

Chicago, Record-Herald. *Average for 1902, daily 158,424, Sunday 171,816* (166).

Chicago, The Operative Miller, monthly. *Actual average for 1902, 5,666* (183).

Chicago, Tribune, daily. Tribune Co. In 1902, *YA* (©) (166).

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. *Average 1902, 6,875* (192). *Average first six months 1903, 14,888*.

Evansville, Correct English: How to Use It, mo. *Average for year ending Oct., 1902, 9,756* (194).

Kewanee, Star-Courier. *Average for 1902, daily 2,410, weekly 1,522* (205). *Average guaranteed circulation daily for August, 1903, 3,066*.

Peoria, Star, evenings and Sunday morning. *Actual sworn average for 1902, 23,742* (219).

Rockford, Register-Gazette. *Dy. av. for 1902, 5,554, s.-w'y, 7,058* (223). Shannon, 150 Nassau.

Rockford, Republic, daily. *Actual average for 1903, 6,540* (*).

INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. *Act. av. '03, 11,215* (244). *Sworn av. '03, 12,618*. Smith & Thompson, Sp. Rep., N.Y. & Chicago.

Evansville, Journal-News. *Av. for 1902, d'y 11,010, S'y 11,508* (244). E. Katz, Sp. Agt., N.Y.

Goshen, Cooking Club, monthly. *Average for 1902, 25,501* (247). *A persistent medium, as housewives keep every issue for daily reference.*

Indianapolis, News, d'y. Hilton U. Brown, gen. mgr. *Av. for 1902—actual sales—62,155* (250).

Lafayette, Morning Journal, daily. *Actual average 1903, 4,002* (*); *December, 1903, 4,444*.

Marion, Leader, daily. W. B. Westlake, pub. *Actual average for 1902, 2,757* (257). *For 1903, 5,295* (*). *December, 1903, 5,675*.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, *d'y 21,468, S'y 16,555*. (260).

Notre Dame, The Ave Maria, Catholic weekly magazine. *Average for 1902, 25,976* (263).

Princeton, Clarion-News, daily. Clarion Publishing Co. *Average for 1902, 1,320* (264).

Richmond, Evening Item. Sworn dy. av. for 1902, 3,124. *Same for August, 1903, 3,227*.

South Bend, Tribune. Sworn daily average 1902, 4,861 (267). Sworn av. for Nov., 6,208.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. *Average for 1903, dy., 1,951* (*) *w'y., 5,872* (*).

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. *Average for 1902, 1,400* (282).

Hurlington, Gazette, daily. Thos. Stivers, pub. *Average first nine months 1903, 5,756*.

Hurlington, Hawk-Eye, daily. J. L. Waite. *Av. for 1902, 6,318* (286). *June 30, 1903, 7,918*.

Davenport, Times. *Dy. av. 1902, 6,832, s.-w'y, 1,527* (292). *Dy. av. October, 1903, 8,226*. *Cfr. guar. more than double of any Davenport daily*.

Des Moines, Capital, daily. Lafayette Young, publisher. *Actual average for 1902, 51,395* (*) (293). *Average for December, 1903, 51,250*.

Des Moines, Cosmopolitan Outpost, monthly. Still College. *Average for 1902, 9,666* (294).

Des Moines, News, daily. *Aver. 1902, 27,118* (295). *First 6 mos. 1903, aver., sworn, 41,371* net.

Des Moines, Spirit of the West, w'y. Horses and live stock. *Average for 1902, 6,095* (294).

Des Moines, Wallace's Farmer, w'y. Est. 1879. *Actual average January, 1903, 50,605* (294).

Muscatine, Journal, dy. av. 1902 3,712, s.-w'y. 2,711 (315). *Dy. av. first 6 months 1903, 4,188*.

Ottumwa, Courier. *Dy. av. '02, 4,491, s.-w'y, 6,984* (319). *First 6 mos. 1903, dy. 4,577, s.-w'y. 7,291*.

Sheldon, Sun, d'y and w'y. H. A. Carson. *Average for 1902, d'y 486, w'y 2,344* (323).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. *Average for 1902, 3,681* (323).

Sioux City, Journal. *Dy. av. for 1903 (sworn) 19,492* (*), *dy. av. for Dec. 19,982*. *Records always open. More readers in its field than of all other daily papers combined*.

Waterloo, Courier. *Daily av. 1903, 2,967* (*). *Last 6 mos. 1903, 2,057. S.-w'y, 1,942*.

KANSAS.

Atchison, Globe, daily. E. W. Howe. (334). *Offers to prove 5,200 daily circulation for 1903, on receipt any advertising bill*.

Girard, Appeal to Reason, weekly. J. A. Wayland. *Average for 1902, 195,809* (343).

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than 1,920 (346). E. Katz, N.Y.

Topeka, Western School Journal, educational monthly. *Average for 1903, 8,125* (*).

Wichita, Eagle, d'y and w'y. *Av. 1902, d'y 16,781, w'y 6,674* (344). Beckwith, N.Y. & Chicago.

A Roll of Honor—Continued.

KENTUCKY.

Cloverport. Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,242 (368).

Lexington. Leader. Av. for 1902, d'y 2,728 w'y 2,506, s'y 4,008 (373). E. Katz, S. A., N. Y.

Louisville. Evening Post, dy. Evening Post Co., pubs. Actual average for 1902, 26,895 (374).

Paducah. Sun, daily. Average, 1903, 2,181 (*); for December, 1903, 2,258.

LOUISIANA.

New Orleans. Item, daily. R. M. Denholme, publisher. Average for December, 1903, 18,166. Official journal city New Orleans.

New Orleans. Louisiana Planter and Sugar Mfr, w'y. In 1903 no issue less than 8,000 (387).

New Orleans. The Southern Buck, official organ of Elksdom in La. and Miss. Av. '02, 2,566.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1902, 1,274,766 (391).

Augusta. Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,155 (391).

Bangor. Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston. Evening Journal, daily. Average for 1902, 6,640 (393), weekly 15,255 (393).

Phillips. Maine Woods and Woodman, weekly. J. W. Brackett. Average for 1903, 8,041 (*).

Portland. Evening Express. Average for 1902, daily 11,181, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore. News, daily. Evening News Publishing Co. Average 1902, 41,555 (402). For December, 1903, 44,408.

MASSACHUSETTS.

Boston. Transcript (394) (412) Boston's tea table paper. Largest amount of week-day adv.

Boston. Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (412-413). Average for 1903, dy, 195,554, Sy, 297,824. Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Boston. New England Magazine, monthly. America Co., pubs. Average 1902, 21,580 (420).

Boston. Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (395)

Boston. Post, dy. Average for 1902, 174,178 (415). Av. for Dec., 1903, dy, 195,919, Sy, 188,715. Largest p. m. or a. m. sale in New England.

DECEMBER 1903 AVERAGE

THE
SUNDAY
POST 188,715
THE
DAILY
POST 195,919

Boston. Traveler. Est. 1834. Actual daily av. 1903, 78,352. In 1903, 76,666 (*). October, November, December, 1903, 78,553. Largest evening circulation in New England. Reps.: Smith & Thompson, N. Y. and Chicago.

East Northfield. Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (428).

Gloucester. Daily Times. Average for 1902, 6,247 (427). First seven months 1903, 6,629.

Lawrence. Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (422).

Salem. Little Folks, mo., juveniles. S. E. Cassino. Average for 1902, 75,250 (434).

Springfield. Good Housekeeping, mo. Av. for 1902, 108,666 (436). For year end, Dec., 1903, 185,992. All advertisements guaranteed.

Springfield. Republican (435). Aver. 1902, dy, 15,406 (399), Sunday 13,988 (399), w'y, 4,177.

Worcester. Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

Worcester. L'Opinion Publique, French, dy. Act av. Sept., 1903, 5,246 (*); Oct., 5,070 (*).

MICHIGAN.

Adrian. Telegram, dy. D. W. Grandon. Av. for 1902, 1,870 (440). Average for 1903, 5,912 (*).

Detroit. Free Press. Average for 1902, daily 41,952, Sunday 51,260 (450).

Detroit. Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids. Evening Press, dy. Average for 1903, 25,216 (456). For 18 mos., 1903, 36,124.

Jackson. Citizen, daily. James O'Donnell, pub. Actual average for 1902, 2,887 (461). Average for first six months 1903, 4,328.

Jackson. Press and Patriot. Actual daily average for 1903, 5,649 (*).

Kalamazoo. Gazette-News, 1903, daily, 8,671 (*). Guarantees 3,500 more subscribers than any other daily paper published in the city. Av. 3 mo's to Jan. 1, 9,276.

Kalamazoo. Telegraph. '02, dy, 7,402, a-wkly, 7,579 (462). To Oct. 1, '03, d, 8,424, a-w, 8,414.

Saginaw. Evening News, daily. Average for 1902, 9,848 (473). December, 1903, daily 12,219.

MINNESOTA.

Minneapolis. Farm, Stock and Home, semi-monthly. Actual average 1903, 78,854 (*). Actual average January, 1904, 78,500.

Minneapolis. Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (480).

Minneapolis. Journal, daily. Journal Printing Co.

"The Great Daily of the Great Northwest."

The best barometer of business in any city is the amount of advertising carried by the leading daily paper.

THE MINNEAPOLIS JOURNAL carried 5,512,274 lines of advertising in 1903. This was 81,138 more lines than in 1902, an increase of about 20 per cent.

THE MINNEAPOLIS JOURNAL carried 1,165,473 lines of foreign advertising—a gain of 33 per cent over 1902. This is 10 per cent more than any other Minneapolis paper carried, daily and Sunday combined.

THE MINNEAPOLIS JOURNAL carried 58 per cent more advertising in 1903 than any other Minneapolis daily or all day daily.

THE MINNEAPOLIS JOURNAL carried 10 per cent more advertising in 1903 than any St. Paul daily or daily and Sunday combined.

THE MINNEAPOLIS JOURNAL carried 308,000 more lines of advertising in 1903 in its 313 issues than any other paper in Minneapolis in its 366 issues.

A Roll of Honor—Continued.

THE MINNEAPOLIS JOURNAL'S circulation for December averaged

61,005 Copies,

which goes directly to the homes, consequently the best advertising medium in the Northwest.

The Minneapolis Journal

NO OBJECTIONABLE MEDICAL ADVERTISING TAKEN. IS THE ONLY CLEAN, HIGH-GRADE, TWO-CENT PAPER IN MINNEAPOLIS.
M. LEE STARKE, Manager General Advertising, Tribune Building, New York.
Tribune Building Chicago.

Minneapolis, N. W. Agriculturist, s.-mo. Feb. '03, 78,165 (498). 75,000 guar'd. 35c. apate line, Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (60) (497).

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1903, 49,057 (*).

Minneapolis, The Housekeeper; household monthly. Actual average 1903, 266,250 (*).

Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1902, daily, 46,872 (496); Sunday, 56,850. For 1903, daily average, 72,832; Sunday, 61,074. Daily average, last quarter of 1903, was 77,129; Sunday, 82,924.

The only Minneapolis daily listed in Rowell's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL OF HONOR, or elsewhere. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by Rowell's American Newspaper Directory. Advertisements go in both morning and evening editions for one price.

Owatonna, Chronicle, semi-w'y. Av. for 1903, 1,896 (*). Owatonna's leading newspaper.

St. Paul, Der Wanderer, with ag'l sup. Der Farmer im Westen, w'y. Av. for 1903, 10,500 (*).

St. Paul, Dispatch, dy. Aver. 1902, 49,052 (506). Present aver. 58,181. **ST. PAUL'S LEADING NEWSPAPER.**

St. Paul, Globe, daily. Globe Co., publishers. Actual average for 1902, 52,825 (506). First 9 mos. 1903, 51,539.

St. Paul, News, dy. Aver. 1902, 80,619 (506). First 9 mos. 1903, sworn average 84,081 net.

St. Paul, Pioneer-Press. Daily average for 1902 84,151, Sunday 50,986 (506).

St. Paul, The Farmer, agri., s.-mo. Est. 1882. Sub. 50c. Prof. Th. Shaw, ed. Act. av. year end. Feb., '03, 67,375 (507). Act. present av. 80,000.

St. Paul, The Jolly Elk, mo. Av. 1902, 3,391 (507). Last six months 1903, sworn to, 3,889.

Winona, Republican and Herald, daily. Average 1902, 3,202 (513). Av. past 6 months, 4,109.

Westlicher Herold. Av. 1903, 22,519 (*); Sonntags Winona, 25,111 (*); Volksbl. des Westens, 26,045 (*).

MISSISSIPPI.

Vicksburg, American, daily. In 1902, no issue less than 1,850 (522). In 1903, 1,000 copies.

MISSOURI.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1903, daily 56,376, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,187 (543). Av. 5 mos. '03, 9,895.

Kansas City, World, daily. Aver. 1902, 62,978 (543). First 9 mos. 1903, aver., sworn, 61,452.

Mexico, American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,853 (549). Actual aver. May, June, July, 1903, 15,667.

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, News and Press. Daily aver. for 1903, 30,418 (*). Last 3 mos. 1903, 35,065.

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'y. Aver. for 1902, 23,287 (557). Rate 15c. per line. Circulation 30,000 copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 37,950.

National Farmer and Stock Grower, mo. Av. 9 mos. end. Oct., '03, 105,500. 1902, 68,585 (563).

St. Louis, The Woman's Magazine, monthly. Women and Home, Lewis Pub. Co. Proven average for 1902, 908,838. Actual proven average for first 9 mos. in 1903, 1,115,760. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anaconda, Standard. Daily average for 1903 11,204 (572). **MONTANA'S BEST NEWSPAPER.**

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly (590). Actual average for 1903, 158,525 (*).

Lincoln, Freie Presse, weekly (590). Actual average for 1903, 159,400 (*).

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1902, 5,100.

Lincoln, Western Medical Review, mo. Av. gr. ndg. May, 1903, 1,800. In 1902, 1,660 (591).

Omaha, Den Danske Pioneer, w'y. Sophus F. Nebbe Pub. Co. Average for 1902, 28,478 (594).

Omaha, News, daily. Aver. for 1902, 52,777 (594). First 9 mos. 1903, sworn aver. 40,055.

NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. In 1902, no issue less than 3,400.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (609).

Leith & Stuart, N. Y. Rep., 100 Nassau St.

NEW JERSEY.

Asbury Park, Press, dy. J. L. Kinmonth, pub. Actual average 1903, 3,799 (*). In 1902, 3,556.

Camden, Daily Courier. Est. 1876. Net average circulation for year end. Oct., '03, 6,855 (*).

Camden, Post-Telegram. Actual daily average 1902, 5,324.

Elizabeth, Evening Times. Sworn aver. 1902, 3,885 (616). 6 mos. 1903, 4,238.

Elmer, Times, weekly. S. P. Foster. Average for 1903, 2,111 (*).

Hoboken, Observer, daily. Actual average 1902, 18,097 (619); Sept., 1903, 22,751.

Jersey City, Evening Journal, dy. Av. for 1903 19,019 (*). Last 3 months 1903, 20,659.

Jersey City, Sunshine, mo. J. W. Floridy. Aver. for year ending Jan., 1903, 84,500 (486).

Newark, Evening News. Evening News Pub. Co. Av. for 1903, d'y 58,896 (*). Sy 15,915 (621).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (623).

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1902, 2,857 (626).

A Roll of Honor—Continued.

NEW YORK.

Albany, Journal, evening. Journal Co. Average for 1903, 16,637 (*); December, '03, 17,056.

Albany, Times-Union, every evening. Establ. 1856. Average for 1903, 25,204 (636).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1903, 11,515 (*).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1903, morning 48,818, evening 50,461 (641).

Buffalo, Evening News. Dy. av. 1903, 74,254 (641). Smith & Thompson, Rep., N. Y. & Chicago.

Cattkill, Recorder, weekly. Harry Hall, editor. 1903 av., 8,408 (*). *Av. last 3 mo's, 8,484.*

Corning, Evening Leader, daily. Av. for 1903, 5,642 (*). December, 1903, 6,193.

Cortland, Democrat, weekly. F. C. Parsons. Actual average for 1903, 2,228 (647).

Elmira, Ev'g Star. Av. for 1903, 8,255 (651). Guaranteed by affidavit or personal investigation. *Leith & Stuart, N. Y. Rep., 150 Nassau St.*

Ithaca, News, daily. Ithaca Publishing Co. Average for 1903, 8,116 (658). *Av. for Sept., 1903, 4,500. Leith & Stuart, N. Y. Rep., 150 Nassau St.*

Newburgh, News, dv. Av. for 1903, 4,257 (666). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, m'y. R. M. Van Arsdeale, pub. Av. 1903, 8,516 (681). *Av. for '03, 8,875 (*).*

American Machinist. w'y, machine construc. (Also European ed.) Av. 1903, 18,561 (666) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1903, 15,000 (671).

Automobile Magazine, monthly. Automobile Press. Average for 1903, 3,750 (686).

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450 (*). Average for last three months 1903, 4,700.

Bensiger's Magazine, family monthly. Bensiger Bros. Average for 1903, 28,479 (688).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1903, 5,555 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1903, 208,888 (687).

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Av. for 1903, 26,544 (666) (673).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1872. Av. 1903, 721,009 (688). *Act. av. circ'n for 6 months ending June, 1903, 876,987.*

Dry Goods, monthly. Max Jagerhuber, publisher. Actual average for 1903, 4,566 (*).

El Comercio, mo. Spanish export. J. Shopard Clark Co. Average for 1903, 5,875 (689).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,212 (666) (674).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125 (*).

Engineering and Mining Journal, weekly. Est. 1866. Average 1903, 10,009, (666) (674).

Forward, daily. Forward Association. Average for 1903, 31,709 (687).

Frank Leslie's Popular Monthly, Frank Leslie Publishing House. Actual av. for 1903, 204,621 (690). December, 1903, edition, 258,650 copies.

Haberdasher, mo., est. 1881. Actual average for 1903, 7,166 (*). *Binders' affidavit and Post Office receipts distributed monthly to advertisers.*

Hardware, semi-monthly. Average for 1903, 8,802 (683); average for 1903, 9,531.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000 (*). (666).

Junior Toilettes, fashion monthly. Max Jagerhuber, pub. Actual average 1903, 56,540 (*).

Morning Telegraph, daily. Daily Telegraph Co., pubs. Average for 1903, 28,228 (668).

Music Trade Review, music trade and art weekly. Av. for 1903, 5,459 (677).

New Idea Woman's Magazine, fashions, m'y. New Idea Publishing Co. Established 1895. Actual av. circulation for six months ending Dec., 1903, 179,500.

New Thought Magazine, moved to New York City. Average ending January, 1903, 29,229 (183). Average ending December, 1903, 104,977, *etc.* The only medium for New Thought people.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pubs., 8 Spruce street. (666) (670).

Pocket List of Railroad Officials, qly. Railroads & Transp. Av. '03, 17,696 (700); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1903, 4,914 (*).

Printers' Ink, weekly. A journal for advertisers, \$5.00 per year. Geo. F. Rowell. Est. 1888. Average for 1903, 11,001.*

Railroad Gazette, railroad and engineering weekly. 33 Fulton street. Est. 1856. (666) (680).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1903, 8,488 (687).

The Designer, fashions, monthly. Standard Fashion Co. Established 1894. Actual av. circulation for six months ending December, 1903, 288,528.

The Iron Age, weekly, established 1855 (666) (676). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901, by Printers' Ink, the Little Schoolmaster in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

The Ladies' World, mo., household. Average net paid circulation, 1903, 480,155 (*).

The New York Times, daily. Adolph S. Ochs, publisher, 1903 A (666) (690).

The World. Actual aver. for 1903, Morn., 278,667 (*), Ev'g, 257,102 (*). S'y, 558,650 (*).

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1903, 61,800 (*).

Wiltshire's Magazine. Gaylord Wiltshire, ed., 123 E. 23d St. Act. av. ending Sept., 1903, 46,000 (1088). Actual av. first eight mos., 1903, 100,625.

Rochester, Case and Comment, mo. Law. Av. for 1903, 30,000 (715); 4 years' average, 30,126.

Schenectady, Gazette, daily. A. N. Licty. Average for 1903, 9,997 (718). Actual average for 1903, 11,623 (*).

Syracuse, Evening Herald, daily. Herald Co., pub. Av. for 1903, dy. 52,118, Sunday 29,009.

Utica, National Electrical Contractor, mo. Average for 1903, 2,228 (723).



A Roll of Honor—Continued.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (732).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 5,468 (734).

Wellsville, Reporter. Only dy. and s.-wy. in Co. Av. 1902, dy. 1,184 (*); s.-wy., 2,958 (*).

Whitehall, Chronicle, weekly. Ingiee & Tefft. Average for 1902, 4,189 (736).

NORTH CAROLINA

Charlotte, Observer. North Carolina's foremost newspaper. Act. d'y av. 1902, 5,582 (*). S'y, 6,791 (*); semi-w'y, 5,800 (*).

Raleigh, Biblical Recorder, weekly. Average 1902, 7,625. Six months 1902, 8,691.

NORTH DAKOTA

Grand Forks, Normanden, weekly. Norman-den Pub. Co. Average for 1902, 5,451 (*).

Herald, dy. Av. for '02, 4,759 (744). Actual average for Sept. '02, 5,629. North Dakota's BIGGEST DAILY. La Cote & Maxwell, N. Y. Rep.

Wahpeton, Gazette. Aver. 1902, 1,564 (*). Largest circ. in Richland County. Home print.

OHIO

Akron, Beacon Journal. D'y av. 1902, 8,208 (750). La Cote & Maxwell, N. Y., Eastern reps.

Ashland, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (752).

Cincinnati, Enquirer. Established 1842. Daily (©©), Sunday (©©) (761). Beckwith, New York.

Cincinnati, Mixer and Server, monthly. Actual average for 1902, 18,088 (764). First twelve months 1902, actual aver. 48,625. Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,584 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub. Co. Act. aver. for 1902, 142,018 (761). Act. aver. for first six months 1902, 147,601.

Cleveland, Current Anecdotes (Preachers' Mag.), mo. Av. year ending Dec., 31, '02, 15,750.

Cleveland, Tribune, weekly. Tribune Publishing Company. Average for 1902, 50,247 (*).

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,989 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,958 (771).

Dayton, News, dy. News Pub. Co. Average for 1902, 16,520 (773). In 1902, 16,497 (*).

Dayton, Young Catholic Messenger, semi-mo. Geo. A. Flaum. Aver. for 1902, 31,125 (*).

Lancaster, Fairfield Co. Republican. In August, '02, no issue less than 1,680 for 2 years (783).

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, 311,220 (800). Actual average for first six months, 1902, 340,375.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, 362,666 (800). Actual average for first six months, 1902, 385,166.

Toledo, Medical and Surgical Reporter, mo. Actual average 1902, 10,085 (*).

Toronto, Tribune, weekly. Frank Stokes, publisher. In 1902, no issue less than 1,250 (808).

OKLAHOMA.

Guthrie, Oklahoma Farmer, w'y. Actual aver. 1902, 22,178 (812). Year end June 30, '02, 24,198.

Guthrie, Oklahoma State Capital, dy. and w'y. Average for 1902, dy. 18,506, w'y. 21,222 (812). Year ending July 1, '02, dy. 19,888; w'y. 22,119.

OREGON.

Astoria, Lannetar. C. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,292 (820).

Portland, Evening Telegram, dy. (ex. Sun). Sworn cir. '02 (8 mos.), 17,328. In '02, 16,866 (824).

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 5,508; first 6 mos. 1902, 4,912.

PENNSYLVANIA.

Chester, Times, ev'g d'y. Av. 1902, 8,187 (*). N. Y. office, 220 B'way. F. R. Northrup, Mgr.

Connellsville, Courier, weekly. Actual av. for 1902, 8,165 (838). The "Courier" has a daily issue since Nov. 1902; statement upon application.

Erie, Times, daily. Average for 1902, 10,645 (843). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. No issue for year end. Feb., '02, less 7,500 (847). Sworn av. year end. July, '02, 9,429. Average Sept., '02, 10,681.

Philadelphia, American Medicine, w'y. Av. for 1902, 19,527 (865). Av. March, 1902, 16,827.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 544,676. *Premiere?* Ink awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal,' after canvassing 'of merits extending over a 'period of half a year, that paper, among all 'those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agricultur-' 'al population, and as an effective and economi-' 'cal medium for communicating with them, 'through its advertising columns.'"

Philadelphia, Grocery World, w'y. Grocery Pub. Co. Av. for 1902, 9,408 (867). Average first six months 1902, 9,780.

Philadelphia, Press. Av. circ. over 100,000 daily. Net average for Dec., 1902, 114,594 (*).

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (©©) (865).

Philadelphia, Reformed Church Messenger, w'y. 1306 Arch st. Average for 1902, 8,558 (*).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,815 (869). Average to July 1, 1902, 105,057. Religious Press Assn., Phila.

Pittsburg, Chronicle-Telegraph. Aver., 1902, 67,542 (876). Sworn statement on application.

Pittsburg, Gazette, d'y and Sun. Aver. d'y 1902, 60,229 (876). Sworn statement on application.

Pittsburg, Labor World, w'y. Av. '02, 16,025 (877). Reaches best paid class of workmen in U. S.

Pittsburg, Times, daily. Wm. H. Seif, pres. Average for 1902, 59,571 (876). Average first six months 1902, 64,871.

Scranton, Times, every evening. Edw. J. Lynett. Average for 1902, 19,917 (885).

Warren, Forenings Vannen, Swedish, mo. Av. 1902, 1,541 (880). Circulates Pa., N. Y. and O.



A Roll of Honor—Continued.

Washington, Reporter, daily. John L. Stewart, gen. mgr. Average for 1902, 5,837 (889).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (899).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 8,108 (*).

RHODE ISLAND.

Providence, Daily Journal, 15,975 (©©) (896), Sunday 18,281 (©©). Evening Bulletin 87,581, average 1902. Providence Journal Co., pubs.

Westerly, Sun. Geo. H. Utter, pub. Average 1902, 4,888 (*). Only daily in So. Rhode Island.

SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Aver. 1902, no issue less than 1,700 (899).

Charlestown, Evening Post. Actual daily average for 1902, 2,848 (*).

Columbia, State, daily. State Co., publishers. Actual average for 1902, daily, 6,568 (*); semi-weekly, 2,015 (*); Sunday, 7,705 (*).

SOUTH DAKOTA.

SiouX Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1902, 5,819 (916). Actual daily aver. for 1902, 8,382 (*).

TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1902, 11,204 (920). Rate, 9 cents per line. Average for September, 1902, 15,156.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,250 (925). First 6 mos. 1902, 1,425.

Knoxville, Sentinel, daily. Average 1902, 9,691 (*). Last six months 1902, 10,166.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1902, 1,201 (*).

Memphis, Commercial Appeal, daily, Sunday and weekly. Average, 1902, daily 27,506, Sunday 24,910, weekly 74,818 (927). First 5 mos. 1902, dg. 28,445, Sy. 87,318, wy. 76,928.

Memphis, Morning News. Actual daily average for 1902, 17,594 (*).

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,072 (929). Av. for Oct., 1902, 20,025. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

Nashville, Merchant and Manufacturer. Commercial, monthly. Average for nine months ending December, 1902, 6,111 (*).

Nashville, Progressive Teacher and Southw'n School Journal, mo. Av. for 1902, 8,400 (930).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 2,245 (946). J. P. Smart, Direct Representative, 120 Nassau St., New York. In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the HERALD rating, but it has recently been made apparent that the "Times" rating is fraudulent.—PRINTERS' INK, July 22, 1903.

La Porte, Chronicle, weekly. G. E. Kepple, publisher. Average for 1902, 1,229 (964).

Do you want nearly everybody in Philadelphia to read your advertisement?

"The Bulletin" goes every evening into nearly every home in Philadelphia.

The Evening Bulletin

is therefore the best medium in

PHILADELPHIA

to bring your announcements before Philadelphians.

The following figures show the actual daily average circulation of "The Bulletin" for each of the months from January to December, 1902:

January .	129,173
February .	140,056
March . .	146,774
April . .	146,597
May . . .	139,877
June . . .	144,610
July . . .	142,597
August . .	147,714
September	142,492
October . .	149,117
November	152,988
December	150,320

The above figures are net—all damaged, unsold and returned copies have been omitted.

WILLIAM L. McLEAN,
Publisher.

In Philadelphia nearly everybody reads
"The Bulletin."

A Roll of Honor—Continued.

Paris, Advocate, dy. W. N. Furey, pub. *Actual average, 1903, 1,527* (*).

Sherman, Democrat, Av., 1903, dy., 1,019 (*); wy., 4,250 (*). *Liquor ads excluded. Solicit clean business. 24 years under same management.*

UTAH.

Ogden, Standard, Wm. Glasman, pub. Av. for 1902, daily 4,025, semi-weekly 3,051 (970).

VERMONT.

Baire, Times, daily, F. E. Langley, Av. 1902, 2,354 (974). *Last six months 1903, 2,836.*

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,095 (985). *Actual av. for 1903, 7,438* (*).

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Leake. Average for 1903, 5,556 (999).

Tacoma, Daily News, dy. Av. '02, 12,659 (1000). Av. 9 mos. 1903, 14,014. *Saturday issue, 17,223.*

Tacoma, Ledger. Dy. av. 1902, 10,986; Sy., 14,195; wy., 7,414 (1001). Av. 7 mos. 1903 *exclusive: Dy., 12,500; Sy., 15,500; wy., 8,500. S.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.*

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,304 (1000).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,505 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1036).

Milwaukee, Badger, monthly. Badger Pub. Co. Av. for year ending March, 55,822 (1032); since October, 60,000. *Rate, 30c. a line.*

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Av. for 1903, 21,931 (999).

Milwaukee, Journal, daily. Journal Co., pub. Av. for 1903, 53,504 (*). Dec. '03, 53,750.

Oshkosh, Northwestern, daily. Av. for 1902, 5,902 (1036). *First 4 mos. 1903, 6,270.*

Racine, Journal, daily. Journal Printing Co. Average for 1903, 8,702 (*).

Racine, Wisconsin Agriculturist, weekly. Average for 1902, 27,515 (1039). For 1903, 53,181 (*). *Adv. \$2.10 per inch.*

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 2,528 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,927 (1001).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 5,574 (1003).

MANITOBA, CAN.

Winnipeg, Der Nordwesten, German w'y. Av. for 1903, 9,565 (*), *only medium in special field.*

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,324 (*); weekly, 13,908 (*). (1004). *Daily, December, 1903, 21,012.*

NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1902, 8,571. Av. 1903, 9,941 (*). Dec., 1903, 11,878.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 3,875 (*).

Toronto, Star, daily. Average for 1903, 20,971 (*). *December, 1903, 23,427.*

QUEBEC, CAN.

Montreal, Herald, daily. Est. 1808. *Actual average for 1903, 22,515* (*).

Montreal, La Presse, Treffle Berthiaume, publisher. *Actual average 1902, daily 70,420. Average to Sept. 1st, 1903, 75,075* (1039).

Montreal, Les Debats, wy. Ed. Charlier, pub. Av. 1902, 6,577. *This paper is now published under the name of Le Combat Journal Independent.*

Montreal, Star, dy. & wy. Graham & Co. Av. for '02, dy. 55,079, wy. 121,418 (1035). *Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.*

Publishers barred from entry into the Roll of Honor because they had not the requisite qualification—that is, because they had not placed on file a detailed, signed and dated statement conforming to the rules of the American Newspaper Directory—have Now an opportunity to be admitted if they do the four things here specified :

1st.—Set down separately the number of complete and perfect copies printed of each issue during the 12 months preceding date of the statement.

2nd.—Divide the sum of the several issues by the number of separate issues, thus ascertaining the average issue.

3d.—The statement should be dated.

4th.—The statement should be signed by some person whose authority to give the information is either evident or stated.

If statements of the character specified are sent to the editor of PRINTERS' INK, he will edit the copy for the Roll of Honor and turn the statement over to the editor of the American Newspaper Directory for use in the 1904 edition of the Directory, now undergoing the thirty-sixth annual revision.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

ADVERTISING RATES:

Classified advertisements set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3); 200 lines to the page (\$40).

For specified position (if granted), 25 per cent additional.

For position (full page) on first or last cover, double price.

For second page or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

NEW YORK, FEB. 3, 1904.

"GOOD ADVERTISING."

Good advertising, plus good management, plus a good proposition to start with, brings results. And results are the final tribunal before which the advertising man must bring his work to be judged. Results being forthcoming, no advertising, however crude, raw, or opposed to accepted canons, can be adjudged bad.

And if results are lacking?

Well, in that event, the advertiser must thoughtfully analyze his proposition—see whether it has of itself paralyzing defects, whether it is being badly handled, or whether the onus of failure must be laid at the door of advertising.

This brings one to the point where he must admit that offhand advertising criticism is unreliable. It may hit the nail precisely on the head—its suggestions may open up in the desert of error a broad, straight highway to prosperity, but it is equally liable to be dead wrong, to discourage because it fails to understand.

Every thoughtful observer of advertising has seen certain propositions go rapidly forward in spite

of the seeming irrelevancy or crudity of their publicity, and in the face of the warnings of critical friends and the clangor of the anvil chorus. The Omega Oil Geese probably hissed more defiance at accepted standards of publicity than any prominent advertising done in recent years, but despite dictum and psychology the foolish fowls marched on to success.

On the other hand, energetic men have backed feasible schemes and employed clever adwriters, whose efforts have been lauded by advertising journal after advertising journal, yet their work has amounted to flat failure. Why? Because somehow the advertiser had failed to seize that mysterious, elusive, yet vital something which is the soul of success. Because in his own inner self he had not solved the great problem of bringing producer and consumer together, because, in fine, his flawless arguments and facile rhetoric, which had charmed the advertising fraternity, had somehow failed to reveal to the great public the kernel of his business proposition—because he was not master of the situation.

Not that advertising criticism should be disparaged. It affords pleasure to the many readers of the various papers devoted to publicity. It gives congenial employment to those brilliant sarcasms who love to see presumptuous advertisers writhe on the prongs of their editorial irony. It saves many a neophyte in advertising great wastes in his expense accounts—encourages, when done in a kindly spirit, that same neophyte to launch boldly forth on the great sea of publicity.

But when the great roll book of advertising achievements shall be opened, the degree "*Summa cum Laude*" will not be conferred upon the advertising man whose brilliancy of imagination and daring originality have dazzled his brethren of the ad fraternity, but upon the man whose work, rough as it may have been, has brought forth results—actual, tangible, palpable *business results*.

THE New York Liquor Dealers' Association has begun the publication of a weekly organ known as the New York *Vigilant*. The name of J. H. LeVeen appears as editor and publisher, and the office is at 45 Liberty street.

THE Board of Trade, Bay City, Mich., furnishes to business houses neat envelope fillers to be sent out in their correspondence. One side bears general facts about the city, and the other tells what advantages are offered to manufacturers seeking new locations. The results from such advertising ought to be far greater than the cost.

GOVERNOR MURPHY, of New Jersey, urges the legislature of that State to abolish the bulletin boards along the railroads. Reference is had more particularly to the railroads between New York City and Philadelphia, of course. A count revealed 1,600 signboards in the State lining the railways. The *Outlook* approves the Governor's recommendation, and calls attention to the fact that in one of the Southern cities a certain patent medicine poster to be seen generally in all other parts of the country is torn down as fast as put up out of respect to the women of the place.

"A BUSINESS man must limit his reading to the newspapers and magazines that give him most for the time he can spare. His list may be narrowed down to half a dozen periodicals. He can't read many. To the man looking for all he can get with the least possible reading I can recommend PRINTERS' INK. I've been reading it for a dozen years or more, often on trains and street cars, and frequently get suggestions that enable me to make or save money in my work. It widens any business man's horizon by keeping him informed on what is actually being done in other fields, and it is agreeably free from impractical theories. PRINTERS' INK is a tonic and stimulator for the man who is doing things."—A. A. Brown, General Office Manager, Regal Shoe Company, Boston.

THE Duluth (Minn.) *Evening Herald*, a paper eligible to the Roll of Honor, issues a printed statement of its circulation for the twelve months of 1903, whereby it appears that the daily average for that period was 13,885. This is stated to be net circulation, all free and waste copies being deducted.

ONE of the dangers which an author runs in choosing names has just been illustrated in Paris by a suit brought against George Ohnet. In his new novel, "The Poison Merchant," M. Ohnet has one of his principal characters place on the market a liqueur called "Abric-tonine." Of course the writer was not aware that there was actually a liqueur of that name. But there was, and its manufacturer was not slow in bringing suit. The court, while exonerating M. Ohnet from all malicious intent, ordered the objectionable passages to be erased from the novel, under penalty of \$2 per copy. The plaintiff was also awarded \$100 damages and the right to have the judgment inserted in two newspapers at the author's expense.—*N. Y. Times*.

SPEAKING of the booklet, "The Test of Time," Ostermoor & Co., say in their February ads: "It costs us twenty-five cents, but you are welcome to it, even if you send from curiosity alone." This seems to be the right spirit in which to offer a booklet. Many advertisers take elaborate precautions to discourage curiosity, and their conditions on which literature is sent, stated in the ad, lead the reader to believe that he is not welcome to the booklet unless he has the price of the commodity and has fully made up his mind to buy. The purpose of magazine advertising is to inspire curiosity, which is really a form of interest. If advertisers lost all the sales that begin with curiosity it is likely that advertising would be unprofitable. Even where children write for booklets there is no certainty that they are wasted, for every booklet sent a child goes into a family, which cannot be said of every grown man and woman.

THE *News*, published weekly at Bunker Hill, Ill., has been purchased by W. B. Powell, formerly advertising manager for the B. Nugent & Bro. Dry Goods Co., St. Louis, and associate editor of the *American Advertiser*. Mr. Powell will publish a live home-print paper and give especial attention to foreign advertising.

ADWRITER wanted by trade paper; must have experience, ideas, some knowledge of machinery and mechanical appliances; the ability to write good business English and to produce strong typographical effects. Address, with samples of work if possible, A. W., 433 Herald DOWNTOWN.

The above appeared in the New York Sunday *Herald* of January 24. The advertiser tells PRINTERS' INK that of more than twenty-five answers received the following day not one was worth consideration.

"Both Sides of an Envelope" is an attractively printed booklet from the Sewell-Clapp Manufacturing Co., Chicago, manufacturers of envelopes in great quantities. Stress is laid on the importance of the envelope as an advertising medium, and specimen designs show how the firm brings out this latent advertising force. The arguments are good, but the booklet is rather clumsy in presenting them, and might be improved by deletion. The final pages give an interesting little history of envelopes, as well as one dozen authorized ways of pronouncing the word "envelope." The booklet has the imprint of the Campbell Printers, Chicago.

MR. WIRT GERRARE, author of "Greater Russia," published a few months ago by The Macmillan Company, has been offered an engagement for a long term by a manufacturing firm in Germany, who make a condition that he shall not contribute to any periodical or write books. The whole of the information obtained by Mr. Gerrare while on his travels will be purchased by his employers for their own private use as traders in the markets of the world. This appears to indicate a new career for observant writers who do not crave publicity and are content to forego fame if they can gain a livelihood by their pen.—*N. Y. Times*.

THE *British Advertiser*, Bristol, England, reports a "scheme" which is credited to a continental retail store. It was announced through advertising that all goods sold on one day in a specified month would be given away gratis, the precise day to be announced at the end of the month and customers to have the amount of all purchases made on that day refunded on application to the store, producing receipted bills. Such a plan comes under the lottery laws in this country, and could not be advertised in a newspaper.

Collier's lately published a photo of Vice-Consul Magelssen, of Beirut, Syria, as he appeared in his office during the disturbance at that port last summer, and the halftone showed a placard advertising the "Twentieth Century Limited." Mr. Daniels considered this so forceful an example of American railroad advertising that he reproduces the picture in a folder, with a copy of the placard as well. The literature of the New York Central is so thoroughly distributed over the face of the world that many foreigners are thoroughly informed about the best way of saving a day between New York and Chicago.

W. H. PORTERFIELD, manager of foreign advertising Pacific Penny Papers, announces number six in the chain of Pacific Coast papers comprising the Pacific Penny Paper League. The latest addition is the Tacoma *Times*, established Dec. 19, 1903. The *Times* has completed the first month of its existence and the volume of business secured has considerably exceeded the expectations of its promoters. The *Times* is an eight-column folio published every evening except Sundays. A. J. Copeland, late advertising manager of the Seattle *Star*, is business manager, and E. Hazard Wells is editor. The total list of papers now comprising the Pacific Penny Paper League is as follows: Los Angeles, Cal., *Record*; San Diego, Cal., *Sun*; San Francisco, Cal., *News*; Seattle, Wash., *Star*; Spokane, Wash., *Press*; Tacoma, Wash., *Times*.

THE first school for training salesmen was established by the National Cash Register Company at its Dayton factory in 1894, says the *N. C. R.* It is still in operation under the direction of N. F. Thomas and E. E. Fowler, instructors, and branch schools are maintained at London, Paris, Berlin, and Sydney, Australia. These schools have graduated 1,045 salesmen. The course of instruction is based upon an experience gained in training fifty-five successive classes at Dayton and many others abroad. The salesman is thoroughly grounded in the knowledge of 393 different kinds of cash registers. He becomes acquainted with the appearance of each machine, its mechanism, its price, the kind of store it is fitted for, and the things that it will do in that store. He is taught the systems used in various stores, their strong and weak points, the chances for loss in using them, how to improve them and secure better service at less expense by introducing labor-saving methods. The six weeks' course of training that each salesman receives teaches him more about selling registers than he would learn in years without it. At the end of his course he receives a diploma and goes out for a year's experience in the field. After that he returns for a post-graduate course of study every two years. The school is provided with regular text books. Every salesman begins by studying the "N. C. R. Primer," which teaches him how to show a cash register so as to give the greatest amount of information in the shortest possible time.

WONG KAI KAH, Chinese commissioner to the St. Louis Fair, addressed the Advertising Men's League of that city at a recent dinner, contrasting American advertising with that of his native land. He said that the Chinese began to advertise 2,000 years ago, according to a report of his talk in the *American Advertiser*, but that methods were crude, and still are. The first advertisements were public notices in writing and verbal proclamations. Chinese newspapers

began to be an influence ten years ago, but newspaper advertisements are not very attractive. Patent medicine ads are an exception. Every Chinaman who reads a Chinese patent medicine ad immediately falls sick. The Chinese have one form of publicity not known in this country—advertising for the sale of a cold. A Chinaman catches a very bad cold and wants to get rid of it. He puts an ad in the paper reading: "For sale—A very bad cold. Any one reading this acquires the same gratis." And they believe that the man who reads it takes the cold and that they are no longer troubled with it. The Chinese also have quaint ideas about displaying their goods. They have no show windows, for while some may argue that a man who sees something in the window he wants will come in and buy, they counterclaim this by saying that he may also see something in the window he didn't want and therefore would not come in and buy. But the Chinese merchant is artful in sizing up his customer, and regulates the price of goods by the social standing of the latter. If a man comes to his shop afoot he knows that he is of the common class and prices his goods low; if he comes in a wheelbarrow accompanied by a coolie, he knows he is in moderate circumstances and the price is made accordingly, while if he comes in a sedan chair accompanied by many servants the value of everything goes up rapidly. These shopkeepers have lookouts who announce the quality of the customer before he gets into the shop.

The privilege in times past accorded to newspapers and others, to offset advertising charges by exchange advertising or other service, is discontinued.

The above rule became operative on April 8, 1903. It is here repeated because the Little Schoolmaster receives of late frequent letters asking for exchange advertising. The rates of PRINTERS' INK are on a cash basis, flat and unbreakable. They are printed on the first editorial page of the paper.

BEFORE an electric sign can be put up in Chicago an order must be obtained from the City Council, after which the city electrician passes upon plans of the wiring and issues a permit for building if approved. To cover cost of inspection a fee based on the number of lights is charged, ranging from nine to four cents per bulb.

A LAUNDRY firm in Berlin, Germany, advertises that it will buy customers' linen, supplying a complete outfit of the best collars, cuffs and shirts free of charge so long as permitted to do the washing. This advertising offer, reported by the *Sun*, is not so rash as would at first appear. In a conversation with Mr. Vail, of the well-known Gardner & Vail laundry, New York, a PRINTERS' INK reporter was told that his firm would undertake to wash a linen collar or pair of cuffs twice a week for a year, provided the customer permitted the firm to superintend the purchase—not paying for them, however. Honestly made goods with no defects will usually stand harder service. A fold collar that had been washed steadily for two years was exhibited, and looked capable of another year's wear. The art of making linen last in the laundry is that of washing it in tepid water with mild washing powder, ironing and finishing with machines that do not impair the fibre. It is said that this art is understood by but one laundryman in ten, however, hence the difference in the quality of work. No laundry advertising that the Little Schoolmaster recalls made use of the interesting processes of steam laundering. The offer of this German firm is so striking as to lead him to doubt whether American advertising is supreme in all things.

THE Minneapolis *Journal* announces that it will not accept objectionable medical advertising. This means the elimination of all cuts and copy advertising cures for "weak men" and all so-called fake cure ads. The *Journal*, being a home paper, wants to keep its columns clean. Forty of the *Jour-*

nal's most popular subscribers will go to the St. Louis World's Fair in June with all expenses paid for a week. Each of the forty will be privileged to invite a friend to go with him at a nominal cost. Instead of an old-fashioned vote clipping contest, the *Journal* will allow a vote for each cent paid on subscriptions, with a special credit of 1,000 votes for a year's subscription in advance. The paper has divided Minnesota, Wisconsin, the Dakotas, Iowa and upper Michigan into forty districts, and the best vote getter in each district will get a prize. Another bit of enterprise the *Journal* has just finished is the adoption by the Minneapolis Real Estate Board of a trademark



for Minneapolis for which the *Journal* hung up a good big cash prize. The design is by Mrs. L. M. Crafts, of Minneapolis, and is one of several hundred submitted. It is in circular form and shows the mill district and steel arch bridge outlined against the sky, with St. Anthony Falls in the foreground. The word "Minneapolis" in large letters is shown in the foreground, and in the sky appears the word "Forward," a free translation for the "En Avant" in the seal of the city of Minneapolis. This trademark is designed not only for business stationery, but, being so simple, will suffice, in enlarged form, to decorate carloads of lumber, flour, machinery and other Minneapolis products as they are sent out through the country. The Minneapolis Real Estate Board will promote in every way the use of the trademark.

THE uptown branch office of the *Brooklyn Eagle*, at 925 Broadway, has been moved to fine new quarters at 26 East Twenty-third street. This new Madison Square branch was opened January 20 with a housewarming.

THE British Post Office Department seriously considers the establishment of a "cash on delivery" parcels post, operating like our own C. O. D. express service. This will aid the development of mail order business in Great Britain, and probably of advertising along new lines. The plan is bitterly opposed by small provincial retailers, who argue that their trade would be absorbed by great London houses.

RAILROAD advertising in Great Britain has heretofore been confined to announcements of excursions, but now the spirit of American transportation publicity is penetrating officialdom, and the *British Advertiser* (Bristol) believes that railway ads will soon be seen in British magazines. The Great Central Railway, a new line with the latest rolling stock and an attractive route through Yorkshire and Lancashire, has issued a variety of literature describing the country it traverses, outlining excursions, giving tables of cost and featuring the dining car service. Another innovation is the free time table. The British railroad guide is something difficult to obtain, as the companies print small editions, and copies can seldom be had even for the fee charged. The Great Central issues a guide entirely free, however, and shows a manifest desire to put it into the hands of the traveling public. Brackets containing folders are in all this company's cars, and trainmen distribute matches on request bearing the company's advertisement. Posters are used in London, and the road has a regularly equipped advertising department. Its action has roused some of the old conservative corporations, and advertising is now being investigated and tried by roads all over the kingdom. Some of these days England may enjoy the comforts of a "Four-Track series."

NO ONE has ever given any business an overdose of good advertising.

EVER and anon somebody rises to lament the passing of the newspaper editorial and the editorial writer. In an article published in *Newspaperdom*, however, James McCutcheon, of Boston, maintains that the most successful newspapers in the country to-day are those that pay the highest salaries to their editorial writers, and he gives the following list in evidence: *New York Times*; *Atlanta Constitution*; *Chicago News and Tribune*; *Washington Star*; *Louisville Courier-Journal*; *Boston Transcript*; *St. Paul Pioneer Press*; *Springfield Republican*; *Trenton Times*; *Cleveland Plain Dealer*; *Toledo Blade*; *Philadelphia Bulletin and Ledger*; *Nashville News*; *Albany Times-Union*; *Buffalo News*; *New York Mail and Express*; *Hartford Times*; *Jersey City Journal*; *Minneapolis Tribune*; *St. Louis Post-Dispatch*; *Detroit Journal*; *Omaha Bee*; *Los Angeles Times* and the *Boston Globe*.

TO GET PRINTERS' INK FREE

Now and then a young man interested in advertising matters finds that his circumstances do not warrant giving up the subscription price—five dollars. It is within the power of every such person to send in advertising items, news or theories, that the Little Schoolmaster is glad to have and for which he would be willing to pay. Such items are solicited. Send them in, watch for their appearance. Buy the paper of the nearest news-dealer or peruse it at the reading room of the Young Men's Christian Association, the local hotel or wherever it is to be had. Keep a record of date of issue and page. When twenty such items have appeared write a letter to PRINTERS' INK specifying the items, with dates and pages, and your name will be put down for a paid subscription for a full year. More than this, if articles are submitted that are of material value they will be paid for and the paper is always sent free to regular contributors if they register a request to that effect. If you want to become a regular recipient of PRINTERS' INK and have any gumption, the cost need not stand in the way.

THE *Connecticut Farmer*, a weekly agricultural journal heretofore published at Hartford, has passed into the hands of General Phelps Montgomery, of New Haven, and will be moved to that city.

THE Space Club, of Boston, has perfected a permanent organization, electing Frederick E. Whiting, Boston *Herald*, president; P. F. O'Keefe, secretary, and Henry Hoey, treasurer. A standing entertainment committee was made up as follows: Charles H. Taylor, Boston *Globe*; E. A. Grozier, Boston *Post*; John H. Fahy, Boston *Traveler*; J. W. Dunphy, *Record*; C. E. L. Wingate, *Journal*; F. E. Whiting, *Herald*; Louis Hammond, *Evening Transcript*.

THE Brooklyn *Eagle* announces a legal service that promises to be valuable to business houses. A firm of lawyers experienced in legislative work will attend each session of the New York State legislature, making digests of bills introduced, noting their effect on existing statutes and revealing the hidden motives behind such bills, if there are any. This information will appear in the *Daily Eagle*, and at the end of each session the whole will be published as a supplement for business men subscribing to the paper.

A MOST entertaining little travel publication that has somehow escaped notice in the advertising world is the *Golden Caribbean*, published monthly by the passenger department of the United Fruit Company, Boston. Started a year ago as a modest steamship folder, it has grown to be a publication of fifty pages, with a strong advertising patronage and a subscription list at twenty-five cents the year. S. L. Harrell is the editor, and the great territory reached by the company's steamers in the West Indies and Central America gives an abundance of material for the reading pages. The January issue contains articles on the Panama Canal, sports and pastimes in Jamaica, winter cruising among the Caribbees and the sunken city in the harbor of Kingston.

IN announcing the opening of the Dayton Savings & Trust Company, Dayton, Ohio, the savings department was advertised by a folder to which was attached a new penny, with the advice to send it with ninety-nine others and open an account.

THE following extended list of things that have made the National Cash Register Company known is taken from this Dayton establishment's periodical, the *N. C. R.* While many of the items are classable under factory management, all are advertising, and may be suggestive to manufacturers, merchants and advertisers generally:

Newspapers. Trade journals. The *N. C. R.* Personal letters. Pamphlets of various kinds. Folders and circulars. Catalogues. Fairs, exhibits, etc. Window displays. Window cards. Posters. Conventions. Visitors—200,000 to date. Schools for salesmen. Factory lecture. Packing case lithographs. Shorter hours for women. Well-kept lawns, shrubbery, etc. Free overtime lunches. Large windows and change of air. Baths for employees. Apprentice prizes. Prizes for *N. C. R.* articles. Posters at factory. Lithographs of plant. Buildings and grounds. Testimonials of users. Rest room for women. Women's dining room. *N. C. R.* chorus. Bicycle sheds, etc. Boys' gardens. Landscape gardening prizes. Final payment letters to users. Cash payment letters to users. Carload shipment bulletins. Factory messenger uniforms. Flags for visitors and agents. Wheel chairs for visitors. Waiting room for guests. Factory bulletins. Blackboards. School for officers. Prizes for suggestions. Medicines and aid to injured. Stereopticon lecture for employees. Special chairs for women. Letters from President to agents. Traveling shows using registers. Registers in commercial colleges. School for advertising. Legal decisions. 886 patents. Department write-ups. Magnitude of selling force. Publish opinions of famous men. Number of branch offices. Woman's Century Club magazine. *N. C. R.* Band. Motion pictures. Our women employees. Trade journal advertising. Our factory. Magnitude of sales. *N. C. R.* systems. Circus users. Historical room. Display of National registers. Display of competition registers. Men's dining room. Souvenir mailing cards. Menu cards. Fire department. Inventions departments. Foreign factories. Printing department. Educational classes. School for agents. Our fifty-one departments. Plan of organization. Photograph gallery. Recess for women—a. m. and p. m. *N. C. R.* name on street cars. Mottoes on buildings. Lettering on buildings. We sell direct to the user. Governments use registers. All world's fairs use Nationals.

AN abbreviated edition of the Chicago *Daily News'* well known almanac is being distributed free. In eighty pages it gives most of the information from the regular volume relating to Chicago, such as statistics, directories of buildings and institutions, tables of distances, abstracts of laws and ordinances, topography, and so forth. According to this handy little pamphlet Chicago now has an estimated population of 1,885,000, an assessed valuation of \$396,000,000, an area of 122,240 acres, bank clearings for the first six months of 1903 of \$340,690,721, fifty-three banks, 650 newspapers and other publications, received 451,027,079 pieces of mail during the fiscal year 1903 and had postal receipts of \$9,611,569.

THERE will be no advertising in the stations of New York's new underground railway, it is said. Whether the cars will carry the usual advertisements has not been announced.

ON January 1, 1903, the United Drug Company, Boston, had no building, machinery or employees. The manufacture of the "Rexall" remedies was under way by February 1, however, and since then the concern has made ninety-seven remedies in large quantities, established the word "Rexall" through advertising, has a laboratory said to be the second in the United States in point of output and number of employees, and is building a new plant that will be ready next autumn. In a folder which summarizes the work for the past year the officers state their belief that more progress has been made with this line than most proprietary remedies show in ten or fifteen years of active exploitation.

THE Chester, Pa., *Times*, published in its issue of December 28, 1903, the following under the heading "Local Newspaper Circulation":

The *Times* likes to live in good accord with everybody and likes to be agreeable at all times, but there is one point upon which the *Times* has always been particularly careful, and that is in the matter of its circulation and its pre-eminent position in this respect. For years this paper has been careful to publish each day its circulation figures of the day before, while at the head of the

editorial column will be found always the circulation for each day of the preceding week. And at all times the books, records and accounts of the *Times*, its office, press-room and facilities have been open to our advertisers or anyone else who has a right to be interested in our circulation, so that what we assert may be proven to the satisfaction of the most critical. We have done this because we believe that a person buying advertising has the same right to know what he is getting for his money that the purchaser of any other commodity has.

Lately it has come to the attention of the *Times* that claims have been made that another newspaper in this city has a circulation almost as large as that of the Chester *Times*, and in two newspaper advertising manuals in the West, statements alleged to have been sworn to in detail have been made, indicating that the paper in question has a circulation of approximately 7,200. The *Times* and everybody familiar with the newspaper situation in Chester knows that this statement is absolutely and unqualifiedly false, and the *Times* has the following offers to make in connection with it:

The Chester *Times* guarantees that its circulation is as represented and it further guarantees that it is more than fifty per cent. greater than the actual paid circulation of any other Chester newspaper. To make this guarantee effective the *Times* offers to give the sum of \$500 to any charity, or to give it in cash or advertising space to any advertiser or newspaper which disproves it. Moreover, the *Times* will turn over its establishment to the inspection of any local advertisers, any general advertisers or advertising agency, to prove the truth of its claims and it challenges any other newspaper here to do the same. Further, the *Times* will give a handsome present to any one who can secure the privilege of entering the office of the newspaper making the claim above stated and getting any accurate facts of its circulation, for information which will prove to any responsible person that the newspaper in question has either 7,200, or 6,200, or 5,200, or even 4,200 in actual paid circulation.

The *Times* has the facts and figures to prove all that is above alleged and the money to make good its guarantee. Any interested persons are welcome to free access to anything about this office to substantiate this claim and the *Times* challenges an investigation and, as above stated, is willing to pay liberally for it. Let's have the test.

Mr. Charles R. Long, advertising manager of the *Times*, says that up to the present day the above challenge has remained unanswered.

"RADIUM sateen" is advertised by Abraham & Straus, Brooklyn, and during a recent sale the price was reduced from twenty-five cents a yard to sixteen. "The radiance of Radium sateen has endeared it to many feminine hearts," says the ad.

ADVERTISING A CITY.

Every municipality has a character all its own. This is made by at least three conditions—its location, principal industries and the kind of men promoting its principal industries. There is much unthinking work done under the presumption of promoting the welfare of a city.

Without question, location plays an important part in a city's business development, but the United States has many examples of immense industries in towns and cities without any natural reasons for their present location.

Battle Creek has no special license to make food products. The greater amount of the raw materials are shipped from other parts of the country. Akron, Ohio, is a great rubber manufacturing town, with many factories and an immense business, with no other reason except the fact that the Goodyear factory was located there and the industry spread.

Wheeling, W. Va., imports the tobacco for its stogies from other States. There is no reason why Dayton, Springfield and Cincinnati should make carriages. On the other hand, Chicago's packing houses and the iron industries of Cleveland and Pittsburgh are a result of natural advantages of shipping.

Taking this view of the development of cities and towns, the opportunity for building their industries by sensible advertising, directed by thoughtful minds, is at once apparent.

Advertising will do wonderful things. When its force is better understood it will be employed in fields hitherto untried and unknown.

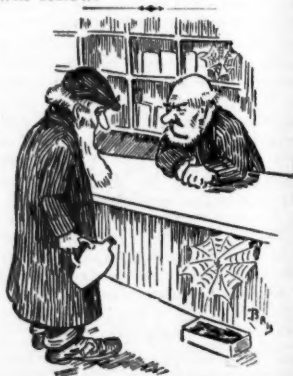
The advertising "proposition" of a city or a town is not different, except in application, from that of other lines. First: What does the city or town want? What inducements has it to offer? Does it want factories? All right. Then work out the factory idea. Find out what kind of factories can best thrive in the place. Get all the "points," and then present them in a clear and comprehensive manner

to prospective or established concerns in the particular line.

By far the most sensible result that a progressive town can accomplish is to attract capital to its established enterprises. This can be well accomplished through a board of trade or some similar organization, because the investing public has grown suspicious of promotion plans in general. If capital can be invited into a city in a general way without putting forward the advantages of a particular company, the established prejudice is immediately overcome and the capitalist is more likely to give the enterprise that investigation which must necessarily precede investment.

Good residents are always desirable. A town having good school advantages, pure air, clean water, intelligent and refined people and pleasant surroundings has a good "proposition" to advertise.

The humdrum write-up, illustrated by the pictures of prominent (?) men (those willing to pay the price to have their pictures shown), does no good. A broad-minded handling is necessary. The committee should get a good adman from out of town if possible. Local talent, however well endowed with ability, will be prejudiced. Apply sensible, well understood advertising principles to the situation and results will follow.



DO YOU BELIEVE IN THIS HERE ADVERTISING?

NAW, IT KEEPS A FELLOW ON THE TARNAL JUMP LAVIN' IN STOCK.

THE WANT AD MEDIUMS OF THE COUNTRY.

Established 1847.

THE EVENING BULLETIN.

Net Circulation for December: 150,320
Copies per Day.

PHILADELPHIA, Jan. 25, 1904.

Editor of PRINTERS' INK:

I have read the article regarding the establishment of a department of "Want Ad Mediums of the Country" and believe the idea a good one and one that will be of great benefit to the legitimate "Want" advertisers of the country, if care is taken by the editor of PRINTERS' INK to admit only such papers as are known to be scrupulous about the character of the "Want Ads" that they publish.

As you are aware, the "Want Ad" columns of the newspapers are frequently good stamping ground for swindlers, charlatans and quacks, who frequently reap rich harvests from unsuspecting persons who answer these advertisements, and the result is that the odium comes back on the newspaper publishing the ad.

The editor of PRINTERS' INK has a good opportunity to point the way for legitimate advertisers who wish to use the best and most reliable mediums.

Very truly yours,

WM. SIMPSON,
Advertising Manager.

Want Ad Mediums.

DISTRICT OF COLUMBIA.

THE Washington, D. C., EVENING STAR (☉☉) carries DOUBLE the number of WANT ADS of all the other papers in Washington combined. MAKE COMPARISON ANY DAY.

MASSACHUSETTS.

THE Brockton, Mass., DAILY ENTERPRISE carries more than a solid page of "Want" ads, and should be represented in any good list of "Want" ad mediums.

NEW YORK CITY.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

PENNSYLVANIA.

IF you have not received the right returns from your Want advertising in Philadelphia, try the BULLETIN. BULLETIN Want Ads pay, because in Philadelphia Nearly Everybody Reads the BULLETIN. The BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The BULLETIN will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., DAILY NEWS will convince any reader that we stand second to none in Providence as a "Want" ad medium. We make a specialty of this business.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (sworn statement) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

Advertising Agencies.

ALABAMA.

A A-Z ADVERTISING CO., Mobile, Alabama. Distributing and Outdoor Advertising.

CALIFORNIA.

CURTIS-NEWHALL CO., Los Angeles, California. Estab. 1896. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. PACIFIC COAST ADVERTISING, 25c. copy; \$2 year.

CALIFORNIA—PACIFIC COAST.

C BARNHART AND SWASEY, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertisers money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertiser's without waste.

DISTRICT OF COLUMBIA.

LISTS of leading "Want" ad papers sent FREE, L. F. DARELL ADVERTISING AGENCY, Star Bldg., Washington, D. C.

ILLINOIS.

GUNDLACH & GUNDLACH, 115 Dearborn St., Chicago, newspaper and magazine advertising in U. S. and Canada. Rates supplied also for Spanish-American and European publications.

KENTUCKY.

H. M. CALDWELL Adv. Ag'cy, Louisville, plans, prepares, places adv'g; newspapers, mags.

LOUISIANA.

WHAT OF THE SOUTH—Have you participated in its prosperity? Establish your name and trademark in a growing country. Newspapers—Bill Posting—signs and Distributing. Write for estimates on a Southern Campaign HORACE M. GODDARD ADVERTISING AG'Y, New Orleans, La.

MARYLAND.

MILBOURNE ADVERTISING AGENCY, Baltimore. Estab. 1876. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

MASSACHUSETTS.

A. T. BOND, 16 CENTRAL STREET, BOSTON,

Recognized Advertising Agent, gives personal attention to his clients' best interests, irrespective of any commission or discount inducements.

MINNESOTA.

DOLLEMAAYER ADVERTISING AGENCY, Tribune Bldg., Minneapolis. The recognized agency of Northwest. We know territory thoroughly; give small accounts proper attention. Members of the American Advertising Agencies Association.

NEW YORK.

O'GORMAN AGENCY, 230 Broadway, N. Y. Medical journal advertising exclusively.

GEO. P. ROWELL & CO., founded in 1865, under the new management not only plans, places and illustrates, but also acts as sales managers. Estimates and designs upon request. 10 Spruce Street, New York.

NORTH AMERICAN ADVERTISING CO.—Organized by advertisers to give advertisers a square deal. F. L. Perrine, pres.; W. W. Seely, vice-pres.; F. James Gibson, sec.; Baxter Caterston, treas., 100 William St., New York.

HICKS NEWSPAPER ADVERTISING AGENCY. (ESTABLISHED 1869.) 122 Nassau Street, New York.

WILLIAM HICKS, FRED G. RUSSEL. One of the agencies in the list published by PRINTERS' INK as "thoroughly reliable." Thirty-five years' business experience at the service of advertisers who desire to use the leading newspapers and magazines.

MAIL-ORDER ADVERTISERS
 M seeking large returns should use this special Metropolitan list. For \$10 I will insert for one time (any day) a 35-word classified advertisement in the following list:

Boston Herald, Indianapolis Sentinel,
 Phila. No. American, Omaha Bee,
 Phila. Record, Buffalo Courier,
 Syracuse Herald, Rochester D. and Chron.
 Pittsburgh Dispatch, Providence Telegram,
 Baltimore Herald, Cleveland Plain Dealer,
 St. Louis Globe Dem., Des Moines Register,
 Washington Post, Denver Republican,
 Milwaukee Free Press, San Fran. Chronicle,
 Cincinnati Enquirer, Atlanta Constitution,
 Minneapolis Tribune, Chicago Inter-Ocean,
 Detroit Free Press, Kansas City Journal.

GIVE THIS LIST A TRIAL.

RUDOLPH QUENTHER,
 Newspaper and Magazine Advertising,
 106 FULTON St., Phone 990—John, NEW YORK.
 Write for Combination Offers. Magazine Lists.

OHIO

CLARENCE E. RUNY, 220 W. Liberty Street,
 Cincinnati, O. Newspaper, Magazine, Out-
 door Advertising.

PENNSYLVANIA.

THE H. I. IRELAND ADVERTISING AGENCY.
 (Established 1890),
 works with as well as for clients.

Plans and places advertising in newspapers
 and magazines.
 Creates mail-series of folders and cards to
 reach the trade.

925 Chestnut Street, Philadelphia, Pa.

CANADA.

FOR \$4.50 we insert 25 words, classified, once in
 best 18 dailies of 15 largest Canadian cities;
 3 insertions, \$15. Send cash with order.
DEBBARATS ADV. AGENCY, Ltd., Montreal.

Classified Advertisements.

Advertisements under this head two lines or more
 without display, 10 cents a line. Must be
 handed in one week in advance.

WANTS.

PARISH CALENDAR AGENTS please address
 Box 18, Ridgewood, Bergen Co., New Jersey.

M. R. PUBLISHER:
AD WANT NEW YORK REPRESENTATIVE!
AD SPECIALIST, 107 Liberty St., New York.

FOREMAN WANTED—All round printer with
 family. No tramps need apply. **NORTH-
 WEST FARM & HOME,** North Yakima, Wash.

MORE than 225,000 copies of the morning edition
 of the *World* are sold in Greater New
 York every day. Beats any two other papers.

A SUCCESSFUL Advertising Solicitor who
 wishes to spend a couple of months in Cali-
 fornia could correspond to advantage with the
SUNS, Santa Cruz, California.

FERNALD'S NEWSPAPER MEN'S EXCHANGE.
 established 1898, represents competent work-
 ers in all departments. Send for booklet. 363
 Main St., Springfield, Mass.

YOUNG or middle-aged man familiar with
 printing trade who can invest \$2,000 to
 \$4,000 offered exceptional business opportunity.
 Address Box 1386, New Haven, Conn.

WANTED AGENTS—We have them that sold
 four dozen in three hours. Made seven
 dollars profit. Send \$1.35 for three-dollar outfit.
DEPT. A, THE GOODSPEED MFG. CO., Ann
 Arbor, Mich.

TEXTILE Machinery Advertising Solicitor—A
 well established "Textile" Weekly wants ex-
 perience solicitor to cover New York and New
 England. Novices not wanted. Address at once,
 "SPINDLE," care of Printers' Ink.

VERY capable editor, successful experience,
 versatile writer and paragrapher, widely
 quoted; thoroughly reliable; character, record
 and references right; wants position. Might
 buy. "I. X. L.," Printers' Ink.

POSITION as advertiser—assistant or manager.
 Correspondence courses and some success-
 ful experience. Excellent references. Will ac-
 cept small salary as assistants to successful writer
 of extensive advertising. C. T., this office.

WHO wants the services of a good ad sol-
 licitor? Can build up your paper or maga-
 zine. Salary or commission. References ex-
 changed. Address Box 300, Milford, Conn.

EDISON, Morrow County, Ohio, wants a live,
 up-to-date newspaper man to publish a
 weekly newspaper there. Good opening. In-
 ducements. None but those meaning business
 need apply. Address W. G. HAAS, Sec'y.

THE attention of ambitious advertisement
 writers is directed to the offer in this issue,
 under heading "Advertisement Constructors,"
 wherein five hundred and sixty dollars is offered
 for the preparation of six advertisements.

BOOKKEEPER WANTED—Young man not
 over 30 years of age, of good habits and
 experienced in newspaper accounting. Make
 application in own handwriting, giving full par-
 ticulars, references, etc. Address "BOOK-
 KEEPER," care of Printers' Ink.

WANTED—A competent man to take position
 as Editor and Manager of a Weekly Re-
 publican Paper in a town of 7,000 population,
 within 50 miles of New York. Applicants must
 write full particulars first letter, giving age, edu-
 cation, experience, present employment, refer-
 ences and salary required. Newspaper Box 611,
 New York City.

ADWRITING MADE EASY—Over 1,500 ready
 mottoes, headings, phrases, catch-lines, in-
 troductions, etc.; suitable for any business; took
 years of diligent labor to collect, construct and
 compile. Nothing like them ever published;
 saves half the work of writing ads; an inexhaus-
 tible mine of suggestions to draw from. Price one
 dollar.

DE BEAR PUB. CO.,
 1 Union Square, New York.

ADWRITERS AND SOLICITORS—You can
 make \$100 to \$500 a month with a little easy
 work, a few hours a day, by a new and original
 plan I have worked out and proved to be a sure
 winner. It's a square business proposition to
 business men right in your own town. Write
 for information—it's money for you.

E. S. EVERETT,
 36 Ackerman Building,
 Binghamton, N. Y.

YOUNG MEN AND WOMEN
 of ability who seek positions as advertisers
 and ad managers should use the classified col-
 umns of **PRINTERS' INK**, the business journal for
 advertisers, published weekly at 10 Spruce St.,
 New York. Such advertisements will be inserted
 at 10 cents per line, six words to the line. **PRINTERS'
 INK** is the best school for advertisers, and it
 reaches every week more employing advertisers
 than any other publication in the United States.

ADVERTISEMENT WRITERS, especially be-
 ginner, will have an exceptional opportu-
 nity to demonstrate their ability and make
 money by writing to us. We will tell you how
 to start a business of your own at home which
 will do more to establish your reputation as an
 advertiser than years of ordinary experience.
 Write to-day.

WELLS & CORBIN,
 Suite B, 219 Land Title Bldg.,
 Philadelphia.

ADWRITER—Have you an opening for a first-
 class Advertiser? Not a novice or an ad-
 school graduate, but a young man of practical
 experience—eight years of it. A terse, convinc-
 ing writer with natural ability. I've been suc-
 cessful because a hard worker and a close stu-
 dent of human nature. I first study the good-
 thing state facts. Always looking out for some-
 thing new. Employed, but seek change. Want
 position with firm willing to pay good salary.
 My references from present employer will inter-
 est you. Address "EXPERIENCED," care
 Printers' Ink.

ARE YOU SATISFIED
 A with your present position or salary? If
 not, write nearest office for booklet. We have
 openings for managers, secretaries, advertising
 men, newspaper men, salesmen, etc. Technical,
 clerical and executive men of all kinds. High
 grade exclusively.

HARGOODS (INC.),
 Suite 511, 320 Broadway, New York.
 Suite 816, Pennsylvania Bldg., Phila.
 Suite 329, Monadnock Bldg., Chicago.
 Suite 1236, Williamson Bldg., Cleveland.
 Pioneer Bldg., Seattle.

PROPRIETARY MEDICINE FIRMS, or others, who desire extensive newspaper advertising in the Southern States, with other service which will save money and produce "results," should write to **Mrs. T. E. HANBURY**, Atlanta, Ga. Twenty years' experience. Successful record. Thoroughly indorsed.

WANTED to furnish daily newsletters to daily papers within a radius of 500 miles of this city. Will take advertising space in exchange. Not a fake or a scheme to get space for next to nothing, but an honest effort on the part of an experienced journalist to serve his brethren of the press. Send for particulars. Address: **NATIONAL NEWSPAPER SYNDICATE**, 39 Harper Building, Washington, D. C.

Y. YOUR ATTENTION, PLEASE.

Merchants, Clerks, Salesmen, Adwriters. Window Trimmers, Bookkeepers, etc. :

For \$1.00 I will send you a new idea sale plan that will reduce your old stock, close it out if you like, and will more than double the increase in your trade. In using my new idea sale plan you can give away 100 or more valuable presents, from a suit of clothes to a piano, without one cent of cost to you.

Inclose \$1 and I will send you the new idea plan and how to secure the valuable presents to be given away during the sale without cost to you, and full instructions how to carry out the most successful sale you ever had.

Your money cheerfully refunded if not satisfied.

E. C. SMITH, JR.,

Adv. Manager **HINKLE & CHITTY,**

Box 31.

Oran, Mo.

COIN CARDS.

\$2 PER 1,000. Larger lots at lower prices. **ACME COIN MAILER CO.**, Burlington, Ia.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mr., 178 Vermont St., Buffalo, N. Y.

CARBON PAPER.

NON-SMUTTING, non-blurring carbon paper; samples free. **WHITFIELD'S CARBON PAPER WORKS**, 123 Liberty St., New York.

INSTRUCTIONS BY MAIL.

HUMAN NATURE TAUGHT successfully by mail or no pay. \$5 for Jan. only. Wouldn't this help you? Booklet **P** sent free.

SCHOOL OF HUMAN NATURE, Athens, Georgia.

MAILING LIST FOR SALE.

MAIL ORDER MEN, ATTENTION! On account of retiring from business will sell my mailing list of nearly 50,000 cash mail-order buyers, every address that of a buyer by mail within past eighteen months. **MUTUAL SUPPLY CO.**, Richmond, Va.

PAPER.

BASSETT & SUTPHIN, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the Ledgerette in job printing department. Every sale establishes permanent customer for printed statements. **W. R. ADAMS & CO.**, Detroit, Mich.

LITHOGRAPHY AND TYPOGRAPHY.

LITHOGRAPHED blanks for bonds, certificates, etc., which may be completed by type printing. Send stamp for samples. **KING**, 106 William St., New York.

PERIODICAL PUBLICITY.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

NEWSPAPER BROKER.

NEWSPAPER Opportunities—Have excellent daily and weekly papers for sale. Republican weekly at \$20,000, paying a profit of \$5,000 a year; Democratic weekly at \$5,000, paying the owner \$2,500 a year; \$20,000 Republican daily in Kentucky doing an annual business of \$19,000. Tell me your wants, and I'll furnish properties that show profit and are pleasantly situated. **B. J. KINGSTON**, Newspaper Broker, Jackson, Mich.

ADVERTISEMENTS WANTED.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

HALF-TONES.

WE would like to estimate on your half tones either for the newspaper or other work. **STANDARD ENGRAVING CO.**, 61 Ann St., New York.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

BULLETIN BOARDS.

BALL BROS., 115 Dearborn St., Chicago, Ill. Builders and Painters of Railroad Bulletin Adv. Signs; also bulletin, barn and fence spaces for rent on all railroads entering Chicago

SUPPLIES.

DOXINE—A non-inflammable type wash. A substitute for lye and benzine. For sale by the trade. Made by **THE DOXO MFG. CO.**, Clinton, Ia.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

TRY Bernard's Cold-Water Paste, and you will adopt it as the only paste possible for use in office, store or factory, with no unpleasant odor, dirt and waste. Ask for sample package. **BERNARD-HOLMES AGENCY**, 46 N. State Street, Chicago, Ill.

ARE YOU paying too much for your office stationery? Do you appreciate a Bargain? For \$4, net cash, f. o. b. Springfield, we will send you five reams of nice typewriter paper, 60 desk pads and 50 sheets of carbon duplicating paper. Send for samples of anything in our line. **ZIL GRIM PAPER CO.**, Springfield, Mass.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million valise boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,
161 Water Street, New York.

Brooklyn. The largest maker of Tin Boxes outside of the Trust.

PREMIUMS.

TRINER SCALES make useful premiums. Complete line. Send for catalogue. TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.

LYON & HEALY'S NEW PREMIUM CATALOG. now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$50,000 worth of our mandolins and guitars used in a single year by one firm for premiums. Write for catalogue. PREMIUM CLERK, Lyon & Healy, 199 Wabash Ave., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 3rd issue now ready; free. S. F. MYERS CO., 40 W. 45-50 52 Maiden Lane, N. Y.

PRINTERS.

BOOKLETS by the million. Write for booklet. STEWART PRESS, Chicago.

CATALOGUES printed in large quantities. Write STEWART PRESS, Chicago.

LETTER HEADS \$1.50 per 1,000 and up. Bond paper. Typewritten Circular Letters \$2 per 1,000. Write for samples. CHAS. MEYERS, Berrien Springs, Michigan.

DOXINE, a non-inflammable substitute for kerosene and benzine. Will not rust metal or hurt the hands. Retampers and improves the suction of rollers. For sale by the trade. Made by the DOXO MANUFACTURING CO., Clinton, Ia.

HOUSE-TO-HOUSE DISTRIBUTING.

MY NATIONAL DISTRIBUTING SERVICE is the result of years of practical experience in placing advertising matter direct to reliable, local distributors, to the entire satisfaction of my many patrons, to whom I am pleased to refer you.

I have the only proposition that covers every town and city of over 3,000 population in the United States, also hundreds of smaller places. All matter is sent to reliable local men who make distributing an exclusive business and who personally superintend the distribution of all matter. I become personally responsible to you for a strictly first-class service at all points, and cheerfully make good where contract is violated. It will be to your best interest to investigate.

WILL A. MOLTON,
National Advertising Distributor,
Main Office, 443 St. Clair St.,
Cleveland, O.

SIGNS.

THE "HOOSIER" WATERPROOF SIGNS. The best reasonable price sign for all kinds of outdoor advertising. Effective—long-lived—attractive. Write for prices and samples. C. F. GARDNER PRINTING CO., "Hoosier Sign Works," Dept. D, Princeton, Indiana, U. S. A.

ENGRAVING.

LET me make your cuts. "The Best Work at the Fairest Price." THOS. G. LAWRENCE, St. Louis, Mo.

SANDERS ENGRAVING CO., St. Louis, Mo., Electrotypers and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

MANIFOLD PAPER.

SEND for samples and prices of "Clark's Royal Manifold Paper." CLARK & ZUGALLA, 25 Gold Street, New York.

MAIL ORDER.

MAIL-ORDER MEN, MIXERS AND PUBLISHERS: I will honestly mail your circulars, subscription blanks, etc., at 10c. per 100, \$1 per 1,000. Key and try me.

DANA M. BAER,
Dept. X, Laverne, Minn.

THE "PULLEY" Corkscrew will pull any kind of a cork from any kind of a bottle. Steel, heavily nickel-plated, in a leather pouch, with clasp, for pocket. New. Bonanza for M.O. houses and agents. Sample by mail, 25 cents.

UNION MERCANTILE CO.,
P. O. Block, Union City, Ind.

INDEXES.

BOOKKEEPER'S FAVORITE INDEX—\$1.00, delivered.

Ample space always provided. "Extension of any name column as simple as turning over leaf."

AGENTS WANTED.

BEST INDEX CO.,
Augusta, Ga.

GRAPHOLOGY.

GRAPHOLOGY—Your character and personality will be read by an expert graphologist on receipt of 13 cents and specimen of handwriting. HENRY RICE, 1927 Madison Avenue, New York City.

ADDRESSES FOR SALE.

AM compiling a list of names and addresses of 12,000 voters in Centre County. Will sell for \$10. A. M. SLOTEMAN, Bellefonte, Pa.

PUBLISHING BUSINESS OPPORTUNITIES.

DO you want to own an attractive periodical publishing business in New York or some other large city? If you have a few thousand dollars and fair publishing ability, you can come to me and buy a publication which has proven its right to exist and make money. You can get the thing best adapted to your own experience and ability, and which at the same time promises best profits. I am a broker handling publications exclusively, and as the brokerage paid me by the seller is uniform in all cases, I am in a position to place the results of my wide observation and experience at your disposal, and to give unbiased suggestions at no cost to you. EMERSON P. HARKIS, 253 Broadway, N. Y.

NEWSPAPER METALS.

IN a nutshell: Here's why so many publishers use Blatchford Stereotype, Linotype and Monotype Metals—work best, save time, live longest. *Verbum sap.* Have you prices? E. W. BLATCHFORD CO. ("A Tower of Strength"), 54-70 N. Clinton St., Chicago.

FOR SALE.

LINOTYPE for sale. First-class condition. Address "B. M. M." care of Printers' Ink.

FORMULAS 30c. per dozen. Name what you want. Special Formulas five cents each. S. VAN AKEN, Port Ewen, N. Y.

FOR SALE—Republican daily and weekly in good Iowa city. Stands investigation. Good reasons for selling. "IOWA," care P. I.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. RICHARD PRESTON, 1671 Oliver St., Boston.

42 X 60 POTTER TWO-REV.: will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. RICHARD PRESTON, 1671 Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7 col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 1671 Oliver St., Boston.

FOR SALE—Six-column quarto Buehner-Diatch Press, with Dexter folder. Prints 2,500 per hour. All in good condition and just the thing for small daily. Being displaced now to make room for Web Press. \$1,500 f.o.b. Pennsylvania.

JOURNAL, Pennsylvania, Pa.

A LOCAL weekly paper in Plymouth, Mass., must be sold within a short time, owing to the death of the proprietor. It is an opportunity for a bright man to build up an excellent property with a very moderate investment of capital. For particulars address
MRS. WILLIAM H. KINCAID,
 485 Greene Avenue,
 Brooklyn, N. Y.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO, 230 B'way, N. Y.**

BOOKS.

"HOW TO Sell Proprietary Medicines." Free. Address **T. E. HANBURY, Atlanta, Ga.**

A LIMITED number "POINTS FOR PRINTERS," 40 pages, 35c. per copy, postpaid. "The most compact and complete Printers' Manual." **W. L. BLOCHER, Tecumseh St., Dayton, Ohio.**

"THEORY and Practice of Advertising." Fifty complete Lessons in one volume. Sold all over the world. Second edition. \$1.00 prepaid. **GEO. W. WAGENSELLER, LL.D., 400 Sugar Street, Middleburg, Pa.**

WHEN PAPA RODE THE GOAT.
R. CARLETON PUB. CO., of OMAHA, NEB., have issued a copyrighted book with the above title, illustrated with 100 colored engravings, which is the most comical work of the kind we have ever seen. We advise our readers who wish to have something to drive away the blues to send 25 cents for a copy to the above address.

PRINTERS may have my copyright lodge cut catalogue free.

MAILING CARD SPECIALISTS.

IS it worth 1 1/2 cents to reach your trade? Write **FRANSON & ALLISON, Mailing Card Specialists, 603-4 Ellsworth Bldg., Chicago.**

CLASS PUBLICATIONS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

ADDRESSES.

4,000 Attorneys in Texas, \$6.50. Other lists—ask. **SIMPSON SUB. AGENCY, San Antonio.**

MAILING LIST—5,000 Farmers, Teachers and Ladies—15 cents per 100, typewritten. Circulars mailed, 50 cents per 100. **L. F. HOUSER, Alletown, Pa.**

NAMES—1,481 farmers in Logan County, Ohio, with addresses. **R. F. D. routes.** Revised January, 1904. \$1.
Z. X. COREY, Marysville, Ohio.

SIXTY thousand names of rural route patrons in Iowa for sale at \$3 per thousand. Names especially collected by the **DAILY CAPITAL, Des Moines, Iowa,** for subscription purposes. These names cannot be improved upon for mail-order business and are no longer obtainable through the post-offices. Names sent printed. Only a few lists. Write at once. **DAILY CAPITAL, Des Moines, Iowa.**

ADDRESSING MACHINES.

A DDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO., 29 Murray St., New York.**

ADVERTISING NOVELTIES.

POCKET Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." **FINK & SON, Printers, 5th above Chestnut, Philadelphia.**

3 NEW Advertising Novelties—A Pencil Holder, a Nail File, and a Toothpick Case. Samples of all three. 10c. Agents wanted. **J. C. KENYON, Owego, N. Y.**

A "SIGN OF THE TIMES"—The Pulveroid Sign. Best for advertising your business. Write for sample and price. **F. F. FULVER CO., Rochester, N. Y. Buttons, Celluloid Advertising Novelties, etc.**

A COAT HANGER, bearing your name and address, given to each customer, keeps clothes in shape and makes friends. It costs little. Let us talk it over. **BELMAR MFG. CO., Canton, Pa.**

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO., Newark, N. J.** Branches in all large cities.

THE Parisian Weather Indicator is seen often, lasts longer and attracts more attention than any other advertising novelty yet produced. Can be mailed in ordinary envelope. Samples 10c. **ALFRED HOLZMAN, Greenville, Miss.**

"A USEFUL, unique and effective advertising novelty is the Mystic Wallet, a sample of which comes from the **SOLLIDAY NOVELTY ADVERTISING WORKS, Knox, Ind.**"—*Advertising World, Dec., 1903.* Sample of this wallet and particulars for 20c.; 1,000 with ad in gold, \$33.

SEND 50 CENTS for a sample of the finest little advertising novelty, subscription premium and convention souvenir ever offered to publishers and advertisers. **A LOOSE LEAF PERPETUAL VEST-POCKET MEMORANDUM BOOK.** Absolutely new and up-to-date. Special prices in quantities. Do not fail to investigate carefully and send 50 cents for sample book. Agents wanted. **KINGWALL FILE & LEDGER CO., Chicago, Ill.**

P **PUSH & PULL
 PUSH & PULL
 PUSH & PULL**

The money back advertising novelty for Clothiers and Furnishers. The man who uses them scores the advertising success of his town, and it doesn't cost him anything. Send a dime for samples and particulars.

G. P. COATES CO.,
 Uncasville, Conn.

ADVERTISING MEDIA.

10 CENTS per line for advertising in **THE JUNIOR, Bethlehem, Pa.**

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

25 CENTS for 30 words 5 days. **ENTERPRISE, Brockton, Mass.** Circulation, July, 9,000.

A DVERTISER'S GUIDE, Newmarket, N. J. A postal card request will bring sample copy.

A RE you anybody? Then advertise in **ANYBODY'S MAGAZINE, Peekskill, N. Y.** Copy and rates free.

A NY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

DRY GOODS REVIEW, 506 Security Bldg., Chicago, goes to country merchants. Sworn circulation, 3,000; adv. rate, \$1.50 an inch, 10c. a line.

WESTERN SWINE BREEDER and POULTRY TOPICS are both good subscription bringers at the special clubbing price of 10c. a year. Address, **LINCOLN, Nebraska.**

THE RADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Forms close the 25d. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

A MILLION TRAVELERS can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide.* Write for particulars to 24 Park Place, N. Y. or 138 Adams St., Chicago.

\$10 WILL pay for a five-line advertisement twice weekly in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.** Catalogue on application. 100,000 circulation weekly.

100,000 GUARANTEED circulation, 25 cents a line. That's what the **FATHINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **FATHINDER**, you are missing something good. Ask for sample and rates. **THE FATHINDER, Washington, D. C.**

ADVERTISEMENT CONSTRUCTORS.

100 GOOD ads for a grocery store \$1.00.
BAIT PUB. CO., Toronto, Can.

FRED W. KENNEDY, 39th and Langley, Chicago, writes advertising your way—his way.

DON'T pay \$1 for three sleepy Advs. **SAM'L RUP COOK**, Rockport, Ind., writes five workers for 9c.

JOHN K. CRAIG, promoter of judicious advertising of every kind, 992 Columbia Ave., Lancaster, Pa.

PRACTICAL, common-sense, business-bringing advertisements written. **ESTELLE BLEYTHING**, 22 Munn Ave., East Orange, N. J.

ADVERTISEMENTS and cuts, new daily. Re tailors and bankers should use the best. Moderate prices. **ART LEAGUE**, New York.

BOOKLETS CIRC. FOLLOW-UP LETTERS. The Sorts that Hit the Bull's eye.
417 W. 21st St., N. Y. City. **JUSTINE STERNS**.

J. JEROME NORDMAN,
J. Advertising Architect.
Ads that Add—Written Right.
705 Tradesman's Bank Bldg., Pittsburg, Pa.

TERSE, crisp matter written at reasonable rates for ads and booklets. **Charles Austin Bates** says I have ideas and energy.

"MISS B." Box 178,
Essex Junction, Vermont.

AM A SPECIALIST—Planning and advertising Special Sales. One client, in a town of 20,000, wrote: "Sales increased \$250 in two days."

L. M. WHITE, 345 Seymour Av., Utica, N. Y.

I'M a specialist in clean advertising.
Steam Laundries—Towel Supply Companies—Cleaning and Dyeing—Carpet Cleaning. Samples—testimonials—proof of ability.
WILLARD BOTTOME, St. Paul Bldg., N. Y.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write (on letterhead) for free booklet, "How We Help Advertisers." No attention to postals. **SNYDER & JOHNSON CO.**, Elsworth Bldg., Chicago.

SET before me a proposition that I can believe has merit, and I will put enough energy into my work to insure success for all concerned. If you have any doubts, give me the chance to banish them. This isn't idle talk—I mean it.

JAMES J. NORMIE, Station F, Boston, Mass.

BIG firms often have little things—envelope slips, blotters, booklets, etc.—that could be greatly improved by having them revised, literally and typographically, by a competent ad man. The expense is little, while the benefit derived is great. It won't cost you anything to see what I can do. **L. FINK, Jr.**, Fifth, above Chestnut, Philadelphia, Pa.

BEGAN business 6 months ago—Men's Clothing and Furnishings. Am doing the clothing business of the town to-day—15,000 inhabitants—making big profits—still increasing. Original store papers, and sensible newspaper ads did the business. Now preparing for spring campaign.

I will furnish my plans and write advertising copy for a few merchants who want to do more business this year.

FRED L. OLDS, Alpena, Mich.

EXPERIENCE and taking notes as I go along have taught me to shape advertising talk to fit into the minds and feelings of simple, sensible, average people. I try to make it so plain, direct and virile that it will reach the most indifferent reader. If you can make me understand your business, I am quite certain that I can help you, and my services won't cost you a year's profits, either.

JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

TEMPTATION.

The serious and all-absorbing business of my life is the production of tempting advertising things—of things that "tempt" people to believe that it might pay them to correspond with those who send them such "tempting" booklets, circulars, etc. By way of "apples," I send to those whose confessed interest takes the form of a tempting letter (i. e., a letter suggesting possible business), samples of all manner of "fruits" that have successfully tempted others. Possibly I could tempt even you!

No. 31. **FRANCIS I. MAULE**, 409 Sansom St., Phila.

MY work has pleased other people. It will please you. Plain business English, at plain prices. A sample ad for 50 cents. If you don't like it you can get your money back.

JOHNSON, 45 Ky. Ave., Lexington, Ky.
I MAKE a specialty of writing rate cards—every point that advertisers and agencies want to know. Copy ready for printer; price \$1 in advance. **A. N. WALTERS**, with Dollemeyer Advertising Agency, Tribune Bldg., Minneapolis, Minn.

PRINTERS' INK, judiciously used, makes advertising worth while. Advertisin, that's worth, while makes business profitable. Business men seeking a profitable expenditure of their advertising appropriation are invited to correspond with **BOTTOLFSON**,
Box 216,
Winona, Minnesota.

TO LIVE ENGLISH ADVERTISERS—Frequent inquiries for samples of my work from English advertisers who see **PRINTERS' INK** have resulted in my making arrangements to meet these requests that I believe will be entirely satisfactory to such correspondents. I have forwarded to the London office of the **LAOZ AG**, Hastings House, Norfolk Street, Strand, a very extensive line of Samples of Commercial Literature, such as Catalogues, Price-Lists, Circulars, Folders, Mailing Slips and Cards, Envelopes, etc., etc. Enterprising advertisers desiring to inspect this altogether unique collection are cordially invited to call at the above address, where it will be shown them. If such inspection shall give rise to a suspicion that I might be helpful to the inspector, I shall be pleased to receive samples of such advertising matter as it is thought might gain from a reconstruction along lines suggested by any of my samples. When acting upon this suggestion please be careful to refer definitely and with precision to the particular sample or samples that were favorably regarded.

z-1 FRANCIS I. MAULE, 409 Sansom St., Phila.

TO ADVERTISEMENT CONSTRUCTORS

(Amateur and other).
\$200 FOR THE BEST ADVERTISEMENT.
\$100 FOR THE SECOND BEST.
\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the **Ripans Chemical Company** will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz., December 31, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the **Ripans Tabules** have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of **Ripans Tabules**, as a dyspepsia remedy, have been received at office of the **Ripans Chemical Company** in twelve months.

A hundred million **Ripans Tabules** have been purchased at drug stores in the United States in a single year.

Every drug store in America sells **Ripans Tabules**, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of **Ripans Tabules**. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to
CHAS. H. THAYER, President,
THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

Do you suppose a snail knows how its shell looks to an outsider? The man who is forever living in and looking at his business from the standpoint of proprietor, cannot see it as outsiders do. Get an outside view when you want to get the kind of inside information that makes advertising pay.—*Jed Scarboro.*

Displayed Advertisements.

30 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

1,500 Mail-Order Names

Regular Buyers, \$2.50.
COMMERCIAL ADV. AGENCY, Hamilton, O.

J. JEROME NORDMAN ADVERTISING ARCHITECT

"Ads that Add—Written Right."
706 Tradesman's Bank Bldg., Pittsburg, Pa.

TO THE

HARTFORD TIMES

The American Newspaper Directory
for 1933 accords the largest

DAILY CIRCULATION IN CONNECTICUT

Over 1,100,000

Religious Homes

REACHED BY

22

BUSINESS BRINGERS

North
and
South
United

Easiest
and
Best
Way

We will tell you what they are; how they can serve you, and at what price. You can use one, or more, or all. We make it easy for you. 20

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

WANTED

For the purpose of making arrangements for a series of articles on the subjects enumerated below PRINTERS' INK wants to hear from *competent* writers. The articles desired must not occupy more than two pages of space in PRINTERS' INK (about 1,500 words) each time. They must be written as a consecutive series, although each article must be a unit for itself, as they will appear in rotation, probably once in four weeks. They must be written from the standpoint of a teacher to an advertising student. (A rough comparison of what these departments will be, may be made with the one now conducted by Mr. Geo. Ethridge on Commercial Art Criticism.)

1. On General Mediums, comprising Newspapers and Magazines.
2. On Trade Paper Advertising.
3. On Street Cars and Billboards.
4. On the Use of Novelties.
5. On Follow-Up Systems.

Only competent writers need answer this, stating particulars and compensation wanted. Address Managing Editor PRINTERS' INK, 10 Spruce Street, New York.

IMITATION TYPEWRITTEN LETTERS Do You Use Them?

I can supply you with circular letters in imitation of typewriting, which when filled in with my special ribbons (furnished **without charge**), are beyond detection. If you use such letters, write for samples and low **prices**. I can save you money.

JOHN ROGAN, Circular Letter Specialist, Dept. C, ROCHESTER, N. Y.

THE ENTERPRISE,
L. M. TRUXAL, Printer,
BELLE VERNON, PA.

Sept. 15 1903

Dear Sir:

*Please send me by mail
one dozen Enterprises for newspaper
file. We have never had such
useful articles in our office as
the file and feed gauge.*

Yours truly,

L. M. TRUXAL

JOB PRINTING A SPECIALTY.

Per _____

Send for Booklet of Best Paper File and Only Correct Job Press Feed Guide-
McCinty File and Feed Gauge Co., Doylestown, Pa.



Appreciation from a High Source.

We have just received a letter from one of the largest American manufacturers, from which we quote these two paragraphs:

"We beg to acknowledge receipt of the drawing, which is eminently satisfactory.

"Your prompt service in producing this work has proved very welcome."

We number among our regular patrons many of the largest general advertisers in the country, simply because we furnish the service of superiority and have facilities for doing things in the shortest possible time.

If you will search the appropriate pigeonhole of your mind you will probably discover that you are in need of something in our line—perhaps a little thing, but send it along just the same.

We want to show you that we deserve your regular patronage.

If you are a manufacturer or a jobber and have not seen our little book, "Do More and Make More," send for it to-day.

THE GEORGE ETHRIDGE COMPANY,

No. 33 Union Square,

New York City.

A few Cardinal
Points regarding

The Chester, Pa., Times

It is the only afternoon paper in Chester.

It has a greater circulation than all other Chester papers combined.

It is the only daily paper in Chester which has stated its circulation to the American Newspaper Directory for years.

It is the only paper in Chester entitled to and listed in the Roll of Honor.

Its actual net average sworn to circulation for the year 1903 was

8,187 copies daily.

No other daily paper in Chester has furnished a detailed circulation statement acceptable to the editor of the American Newspaper Directory.

A canvass of all the local newsdealers in Chester (and sales by newsboys) reveals 5,001 sales, almost twice as many as the other local daily sells.

THE TIMES grants no return privilege; those granted by the other paper run from 10 to 25 per cent.

It is the only paper in Chester and its territory with a circulation of known and proven value to an advertiser. Its circulation is among a class of people who respond to good advertising. They are intelligent and in good financial circumstances. Chester is the center of a great industrial field. Nearly six million dollars are paid out annually to wage earners in Chester. THE TIMES reaches those people; this is the reason why results from advertising in THE TIMES are always *satisfactory*. THE TIMES is *your medium*.

WALLACE & SPROUL, Publishers.

CHARLES E. LONG, Business Manager, Chester, Pa.

New York Representative, FRANK R. NORTHBUP, St. Paul Building, New York.

READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

It's one thing to write a good ad and quite another to display it properly. There are some good points in the business college ad reproduced below, but they are subordinated to the name of the college and its president, instead of being displayed as they should be. Which is the stronger ad, as it originally appeared,

Here's a Headline that Suggests News.

Our Portables Have Come

—The handsomest line of Portable Gas Lamps that Bangor has ever seen! There's a dainty grace and beauty of pattern in them that appeals to every artistic taste—and a portable lamp is the "climax of lamp convenience."

No use talking! You'll have to have a portable if you want the best reading light there is. Investigate.

This Will Catch the Busy Housewife's Eye Anywhere on the Page.

Monday's Butter Bargain.

Our recent Butter Sale astonished as well as delighted careful buyers. We have such a bargain for tomorrow that we expect to dispose of hundreds of pounds. Fine, sweet Butter just received—nice enough for anybody—put up in pound prints, at 20 cents a pound. This will be on sale till 12 o'clock, noon, only. You will have to come early to take advantage of this offer.

If You Use this Ad, Give the Range of Prices for Sets of 112 Pieces and for Smaller Sets as Ordinarily Made Up.

The Way to Buy a Dinner Set

is to select one of our stock patterns which we sell as you want it, and buy what pieces you need for present use—then, as you want more things, get them in this pattern. The cost is no more this way than to buy a whole set at once.

We have these stock patterns in all grades.

P. H. VOSE & CO.,
59 Main St., Bangor.
"Walk in and Look Around."

The school that makes a specialty of each student.

A Six Months' Course in

Sartain's Business College

South Norwalk, Conn.

paves the way to success.

During the last four months we had 17 calls for teachers, salaries ranging from \$500 to \$1,200 per year, and 150 calls for office workers at from \$7 to \$15 per week. If you graduate from SARTAIN'S you are sure of a job.

New term, Day and Night

School, begins Monday, Jan.

4. Write for particulars to

George E. Sartain, President.

or as I have rearranged it?

The School That Makes a Specialty of Each Student.

A six months' course in Sartain's Business College paves the way to success.

During the last four months we had 17 calls for teachers, salaries ranging from \$500 to \$1,200 per year, and 150 calls for office workers at from \$7 to \$15 per week.

If you graduate from Sartain's you are sure of a position.

New term, Day and Night

School, begins Monday, Jan-

uary 4. Write for particulars

to

SARTAIN'S BUSINESS COLLEGE

GEORGE H. SARTAIN, President,

SOUTH NORWALK,

CONN.

For a Cigar Dealer.

They Just Suit Me

We knew they would; that's the way we make them. When they don't suit, we want to know it. But it's all in the filler. We use good, clean stock, the best obtainable. That's why "Supreme Court" cigars bring 10 cents and why you get your money's worth. For smokers who can't afford a dime, there's our "Tomboy," the best 5 cent cigar on the market. "Who keeps them?" Every first-class cigar dealer. The way to get them, is to

ASK FOR THEM.

If the dealer tells you there are others, tell him they are not to be compared.

J. T. SHEEHAN, Mfr.
36 Main St., Norwalk, Conn.

Here's a Telling Argument for a Business College.

"Almost"

Don't be an "almost" person. Be a COMPLETE one. Some men are "almost" bookkeepers and stenographers, but they lack the little that stands between them and success because they attended an "almost" school.

In our college we give complete instruction to young men and women who are ambitious to rise in the business world. There isn't much theory about our methods, but there is a whole lot of common sense.

"TO-MORROW"

is a day that never comes. People have been waiting for it ever since Adam and Eve were created, and they will continue to wait till the end of time.

Don't wait till to-morrow to get a business training. Begin to-day by sending for our illustrated catalogue, that tells what a good college ours is for young men and women to attend who wish thorough, individual instruction.

Ours is the only institution in New England with legislative authority to confer a degree (M. S. A., Master of the Science of Accounts.)

Students are now enrolling for the Fall Term. Book-keeping, Shorthand, Type-writing, Telegraphy, Penmanship.

NEW LONDON BUSINESS COLLEGE,

R. A. Brubeck, Principal.
New London, Conn.

Good Furnace Talk.

The Kelsey Furnace Heats a House With Less Coal And Care

than any other make.

I'm the Danbury agent for this wonderfully good furnace and I want you to know of its value. If you cannot find the time drop me a postal. It's my business to see you, and I'll be on hand any time you say.

C. R. NORMAN,
Danbury, Conn.

An Old Argument in a Very Effective Form, but Incomplete Without Prices.

The Hat Store That Sells Hats, Not Labels

There is no other way in the world that a man will permit himself to be so thoroughly imposed upon as in buying hats. There is only a certain amount of value that can be put into a hat, and there it ends; and the label has nothing to do with it. The hat section of THE HUB, which we call a hat store, because it is as complete in every detail as though it were a separate establishment, at the very outset undertook a reformation—determined to cut off the cost charged for names and instead provides values. You can determine how well we've succeeded by buying one hat—then you'll see how much too much you have been paying.

What a Wealth of Material There is on Which to Build Good Advertising for a Savings Bank.

Under State Supervision.

"Only a Dollar"

It seems a little bit when you say it and when you spend it. But did you ever stop to think how much the things that you buy, because they're "only a dollar," cost you in a year?

You can begin a savings account with a dollar here and get 4 per cent. for your money, compounded quarterly.

A dollar a week at this rate, for ten years, amounts to \$641.88.

GLOBE SAVINGS BANK,
Dearborn and Jackson Sts.
Safety Deposit Boxes, \$3 and up per year.



Oak Bark Tanning

has never been equalled by any of the chemical processes which have been devised to supersede it. Tanning by this method is troublesome and slow, but sure, and it is the prime reason for the excellent quality of

Schieren Belting

In this belting no leather is used excepting that tanned by ourselves by the oak bark method. The selection of hides, the manner of joining them, and the improved machinery in every department of our work, are features described interestingly in Our Dixie Belt Leather Book. Have you received a copy?

Chas. A. Schieren & Co.
 100 N. 3rd St., New York, N. Y.
 Sole Agents for the United States
 of the "Dixie Belt Leather Book"

REDUCED FROM A PAGE AD. APPEARING IN "POWER," NEW YORK.

NOTES.

THE *Telegraph*, Kalamazoo, Mich., reproduces in facsimile several warm commendatory letters from its local advertisers.

"How to Mark a Printer's Proof," from the Inland Type Foundry, St. Louis, is a handy booklet to have about any business office.

In a neat booklet Watson, Von Rapp & Co., Philadelphia, tell of their facilities for producing illustrated booklets and advertising literature generally.

A BOOKLET containing quality arguments and specimens of lodge emblems and other articles of jewelry comes from the C. G. Braxmar Co., manufacturing jewelers, 10 Maiden Lane, New York.

"PUBLICITY" is a large, handsome catalogue describing the various advertising courses offered by the International Correspondence Schools, Scranton, Pa.

FINE half-tones and easy running descriptive text form the basis of a large booklet for the Great Southern Hotel, Gulfport, Miss. Fine printing and a cover with a unique Japanese effect are the second half. Matthews-Northrup Press.

Wallace's Farmer, an agricultural weekly published at Des Moines, Iowa, has moved into a new four-story building of its own, the third fire-proof building in Des Moines. *Wallace's Farmer* is entitled to entry in the Roll of Honor.

SHORTSIGHTEDNESS

My tin wedding in the ink business occurred last month, and I mailed ten thousand announcements of same, addressed to every one who bought from me. A fellow who formerly used my goods and left for some unknown reason, received one of these tin cards, and it must have made him hot under the collar, for he immediately wrote me to remove his name from my mailing list as he did not endorse my methods. He paid me 5 cents a lb. for his news ink, but of course had to send his money with the order. I happen to know that he is now paying 7 cents a lb. to one of my competitors, but I presume he thinks it is worth the increase to get thirty days' time on a bill. I wonder if he figures the enormous rate of interest he is paying yearly, simply because his dignity will not allow him to be bulldozed into paying for something before he receives it. How can any one be so shortsighted as to pay forty (40) per cent more for goods just to satisfy themselves that they can secure a line of credit? Wealth nor prestige cuts no figure with me. When I trust the man with a high rating I establish a precedent, and consequently the small but honest printer should get the same privileges. All printers look alike to me. I must get the cash in advance, otherwise I don't ship the goods. If any dissatisfaction arises I offer no arguments. The money is refunded along with the transportation charges.

Send for my new book. It helps to smooth troubles in the pressroom.

ADDRESS

Printers Ink Jonson, 17 Spruce Street, New York.

WANTED

The addresses of successful advertising solicitors (now employed) on daily and other publications throughout the United States. An interesting proposition will be made to those who reply. No interference with present duties.

Address

CHAS. J. ZINGG,

Managing Editor and Business Manager Printers' Ink,
10 Spruce Street, New York.